

CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

PHARMACY update
MULTIPLE CHOICE QUESTIONS

9 August 1997

Dobson hints at
prescribing role

'Time out' called on
SCRIPTS pilot project

The first 100 days of
the Labour Government

Soap sales
bubbling
over in the
bathroom

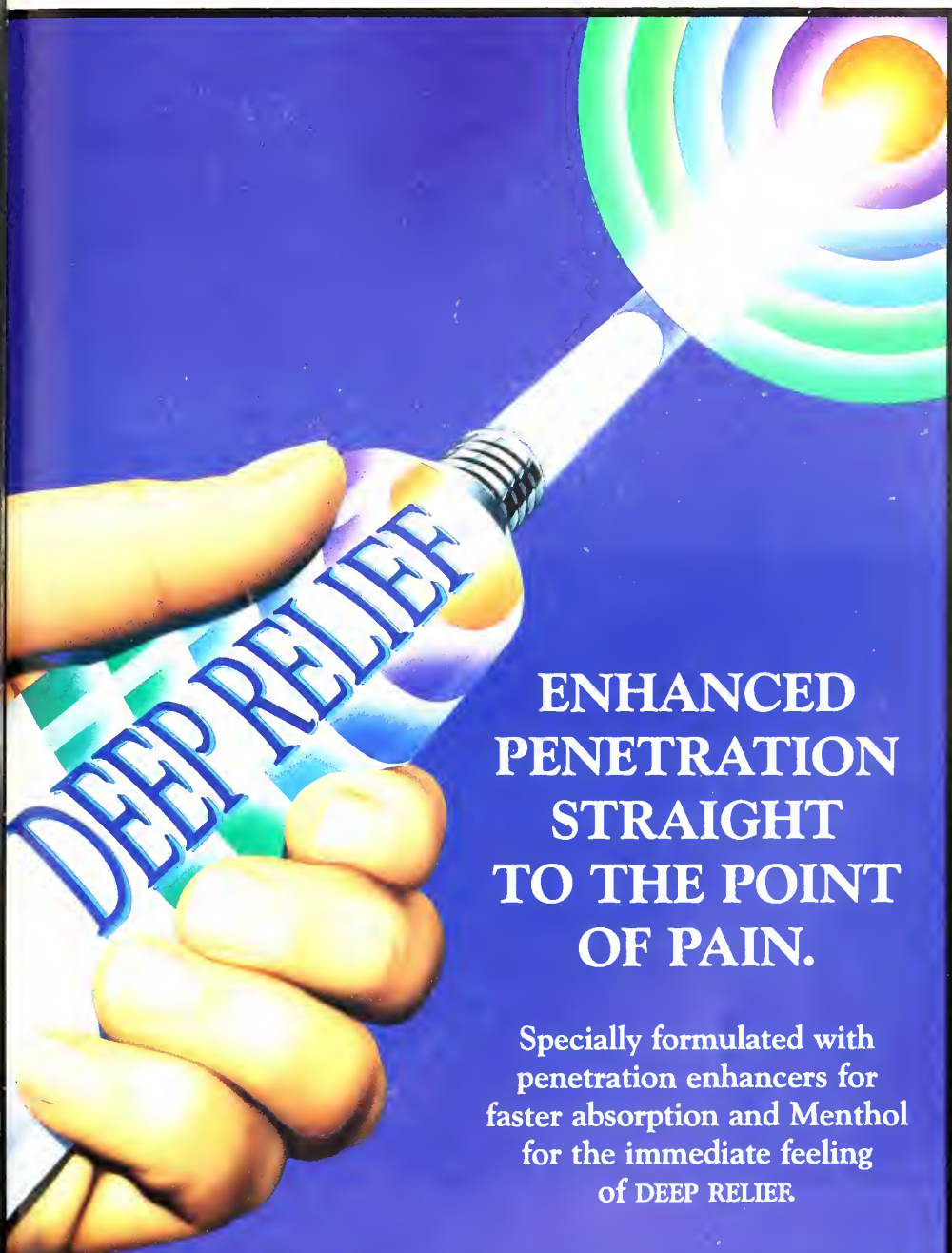


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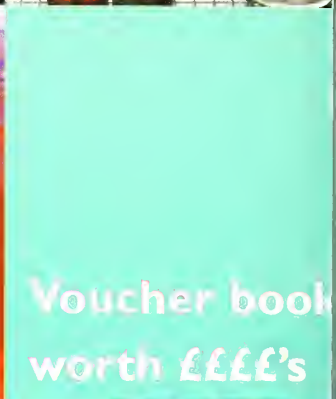
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Peter Curphey on 'Newsnight', John Ferguson on the 'Jimmy Young Show'. It might be the silly season, but is most emphatically not in this case, especially with the Crown report into the prescribing and supply of medicines imminent. Frank Dobson, the health secretary, wants to use community pharmacists as 'gatekeepers' to prevent people with minor illnesses visiting their GPs unnecessarily. There is nothing new in that, but is the time now right to capitalise on this message? The profession and the OTC industry have told successive health ministers that this is a role for which pharmacists are ideally suited. Indeed, pharmacists have been doing such a job, with little recognition, for years. Doctors still seem unaware that this is but one of the areas where pharmacists can help them, hence the kneejerk reaction when their sacred prescribing monopoly is threatened.

Newspaper reports credit the multiples – Boots and Superdrug specifically – rather than more representative groups, such as the Royal Pharmaceutical Society and the National Pharmaceutical Association, as having gained the minister's ear. This is a consequence of the infamous lobby briefing system. Boots denies there have been any talks with the Department of Health, but the Company Chemists' Association has recently made its submission to the Crown review. Although its views have not been made public, it has proposed that there should be a limited number of conditions which can be diagnosed in the pharmacy, and which pharmacists could treat from their own 'limited list'. All credit to Mr Dobson that he recognises the logic in such a suggestion. This is indeed an opportunity for pharmacists to exploit if Mr Dobson does, in fact, mean what he says. Perhaps, at last, a value will be placed on the unfunded role pharmacists play in healthcare

CHEMIST & DRUGGIST

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CHEMIST & DRUGGIST

Editor Patrick Grice, MRPharmS
Assistant Editor Maria Murray, MRPharmS

Technical Editor Fawz Farhan, MRPharmS

Business Editor Guy LAimable, BA

Contributing Editor Adrienne de Mont MRPharmS

Beauty Editor Sarah Thackray

Senior News Reporter Charles Gladwin MRPharmS

Reporter John Plant MRPharmS

Art Editor Tony Lamb

Production Editor Vanessa Townsend, BA

Price List Colin Simpson (Controller)
Darren Larkin, Maria Locke

Group Advertisement Manager

Julian de Bruxelles

Group Advertisement Executives

Jonathan Bill, Lynn Dawson, Nick Fisher

Production Katrina Avery

Associate Publisher John Skelton

Group Sales Director Ian Gerrard

Publishing Director Roger Murphy

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Telex 95132 MILFRE G
Fax 01732 361534
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Dobson indicates support for pharmacy

Health secretary Frank Dobson has indicated his support for extending the role of pharmacists, including prescribing.

Reports in the national press on Monday suggested that Mr Dobson is considering proposals for pharmacist protocols to prescribe drugs such as antibiotics and treatments for asthmatic, skin and eye conditions. Such ideas have been included in responses to the prescribing review which is being conducted by Dr June Crown (*C&D* June 28, p6).

A senior Department of Health source commented: "Mr Dobson wants to see what we can do to get pharmacists to do more. We are talking to them to see if this can make a further contribution to giving healthcare at home.

"For a start, [pharmacy multiples] are talking about making their shops more customer-friendly. At the moment, people often feel more comfortable

going into a small pharmacy."

The DoH is looking at how to make the best possible use of the expertise pharmacists have to offer in providing advice and counselling to customers on over the counter medicines. "There is a special need for this in the larger chains, which can seem big and impersonal," said a DoH spokesman. "If pharmacists were doing a bit more work in this area, it would ease the burden on GPs and cut costs in the NHS."

Mr Dobson is keen that patients should be able to be treated at the lowest possible level on the 'health mountain'. If proposals to allow pharmacists to prescribe were accepted, he believes retraining would be necessary, but that it should be funded by the pharmacists themselves. However, this would be balanced by an assumed increase in sales.

Boots' spokesman Tim Legge



Health secretary Frank Dobson

said that although the company was named in the press reports, with Superdrug and Unichem, it has not yet been in discussions with the DoH on this matter. However, he added: "Boots fully supports an extension to the role of the pharmacist to include prescribing and repeat prescribing of certain medicines following agreed protocols."

National Pharmaceutical Association director John D'Arcy welcomes the attention that pharmacy has received as a result of the news coverage. "What would be nice would be to see some recognition for the role of pharmacists in self-medication," he adds.

Royal Pharmaceutical Society president Peter Curphey appeared on BBC2's 'Newsnight' programme on Monday, rebutting claims from the medical profession that pharmacists were encroaching on their territory. The Society's secretary and registrar, John Ferguson, was also interviewed on Radio 2's 'Jimmy Young' show.

PSNC spending overshoots income

The Pharmaceutical Services Negotiating Committee spent more than it raised from the local pharmaceutical committee levy in the last financial year.

Income amounted to \$1,551,980, but after administration and other expenses, PSNC ran up an operating deficit of \$21,349 (reduced to \$11,411 after tax). However, the Committee remains in the black with \$204,730 in the general fund.

Unexpected costs arose from contributions to the Resale Price Maintenance fighting fund, and supporting pharmacists in judicial reviews.

"We run a tight ship financially, since any 'profit' is taxable. We tend to operate in a deficit situation," says PSNC secretary Steve Axon.

Gross profit down again in 1996-97

The core gross profit for pharmacy contractors in England and Wales has fallen to 15.4 per cent for the 12 months to March 31, 1997.

The figure could fall below 15 per cent in 1997-98 in the face of the 2.3 per cent offer currently on the table from the NHS Executive, the Pharmaceutical Services Negotiating Committee has warned. Other 'end of year' figures, given in 'PSNC News', show:

- the average net ingredient cost per script was \$8.03 (up 5.5 per cent on 1995-96)
- the average core NHS turnover was \$411,000, based on an average 3,872 items a month
- the drugs bill in England and Wales was \$3,918.9 million.

RPSGB president's devolution concerns

President of the Royal Pharmaceutical Society Peter Curphey has expressed concern that devolution for Scotland and Wales could affect pharmacy and the Society.

"As a matter of urgency, I am in discussion with the Scottish Executive and the Welsh Executive to explore the implications for pharmacy in the next century," he said last week. "Whatever your views on devolution, we need to be sure that whatever is put in place for pharmacy helps to advance the profession in the UK and not fragment or hinder our plans for the future."

Firm details of how health would be dealt with have still to be revealed by the Government.

Health secretary monitoring RPM outcome closely

Health secretary Frank Dobson is understood to be keeping a close eye on the outcome of the Office of Fair Trading's review of Resale Price Maintenance for medicines.

Department of Health insiders say that Mr Dobson is not interested in the 'economic theory' of the OFT's case, but its impact on patient care.

"His first requirement is that the outcome of the case should not hinder people, and in particular the most deprived, from getting the best possible attention," said one senior source. "He will discuss with pharmacists the likely consequences of the case, but his view is that everyone in every part of the country should continue to have access to the medicines they need."

It remains unclear how Mr Dobson would seek to lessen the impact of any ruling in the Restrictive Practices Court, if it decides to end RPM.

Homoeopathy course offered to pharmacists

Pharmacists are being invited to join a homoeopathy course offered by the Homoeopathic Physicians Teaching Group.

The one-year Primary Health Care Certificate can lead to registering as a licensed associate of the Faculty of Homoeopathy. The course is aimed at helping pharmacists to give practical over the counter advice to customers.

For further details and news of an introductory day on September 13 write to Mary Cavanagh, HPTG administrator, 28 Beaumont Street, Oxford OX1 2NP. Tel: 01865 552706.

Pharmacists training to work with GPs

Wigan & Bolton Health Authority will be running a programme for pharmacists wishing to work in GP practices this September.

The nine-session monthly training course includes PACT analysis, repeat prescribing, medication review, GP case notes, GP computer systems, formulary development, wound management, and communication and marketing skills.

To receive College of Pharmacy Practice accreditation for the course, pharmacists have to attend a minimum of six of the nine sessions. The workshop programme, which was devel-

oped in conjunction with Bury & Rochdale and South Lancashire Health Authorities, was run successfully last year.

"The advantage to GPs is that this initiative helps them with patient reviews, increases patient care and decreases prescribing costs. Pharmacists benefit by an expansion and development of their professional role," says pharmaceutical adviser Jennifer Matthewman.

● Twelve pharmacists have each undertaken a prescribing review of 160 patients over the age of 75 in 12 general practices in the health authority area.

Guild accepts 2.8pc pay settlement

The Guild of Hospital Pharmacists has accepted a management offer of a 2.8 per cent increase over last year's national scales.

The rise, effective from April 1, incorporates 2 per cent as the first stage of the 1997/98 increase and the uprating factor of 0.8 per cent for 1996/97. From December 1, 1997, pay scales will be increased by 1.11 per cent relative to the April 1, 1996, national scales.

Staff representatives emphasised concern regarding problems in recruitment and retention at the Pharmaceutical Whitley Council, which commenced on July 29. Management negotiators accepted concerns that hospital pharmacy is approaching a crisis point and the Council says it will be seeking more information on recruitment and retention issues. However, staff representatives are disappointed with the lack of movement over study leave.

N Ireland statistics for May

There were 1,755,603 items dispensed from 1,020,029 forms in Northern Ireland in May. The ingredient cost was \$17.11 million (\$16.01m net) and oncost fees and other payments were \$2.75m, making a gross cost of \$18.76m.

The gross cost per person was \$11.0823, the gross cost per form was \$18.3939, the gross cost per prescription was \$10.6871, with an ingredient cost per prescription of \$9.7473 before discount, or \$9.1211 net.

Look out for this month's Update question paper

Enclosed in this week's issue is the questionnaire for **Pharmacy Update** modules carried during July:

- Osteoporosis (59)
- Diarrhoea (60)
- Hepatitis (61)

Pharmacy Update is a distance learning programme and is accredited by the College of Pharmacy Practice. Previous modules can be obtained by using the faxback service on 0891 44791 (premium rates apply). Internet users can catch up by accessing the dotpharmacy site on <http://www.dotpharmacy.com>, which has a library of previous modules and questionnaires.

A telephone marking service is available for a fee of £12.50, plus VAT. A certificate is issued to verify the number of hours of continuing education achieved.

Scottish SCRIPTS pilot project pauses for thought

'Time out' has been called on the SCRIPTS pilot project in Scotland, which is looking at the electronic transfer of prescription data from pharmacies to the pricing bureaux.

A working group, which is due to make recommendations sometime this September, has been set up to assess progress and ensure that any future developments "meet the needs of both pharmacists and the wider NHS, and to take advantage of modern IT healthcare".

Since the project was set up four years ago at the instigation of the Pharmacy Practice Division, there have been considerable advances in the use of IT within the NHS. To capitalise on these changes, the PPD has been talking to the Scottish Pharmaceutical General Council, the Pharmacy Computer Suppliers Association and the Scottish Office.

However, the SCRIPTS project has so far failed to deliver the

cost savings which the PPD anticipated. In its early stages, it was opposed by the SPGC, which argued that contractors should not be expected to bear the costs of equipment upgrades.

The review, which starts from the agreed position that the electronic transmission of script data is the way forward, has a number of objectives:

- analysis of the potential benefits to all those involved
- to ensure full use is being made of recent IT developments
- to maximise investment in resources made to date
- to build upon existing successes with pilot sites
- to ensure that any future system is implemented in partnership with other bodies.

Dot Anderson, who moved in as director of the PPD in March, comments: "We have demonstrated that electronic transmission can work, and the PPD now has the hardware and software in

place to replace the current manual system. This is a major achievement, but we must ensure that any new system meets the needs of community pharmacists."

The PPD, part of the Common Services Agency, prices over 55 million prescriptions a year from Scottish contractors. It has three offices, located in Aberdeen, Edinburgh and Glasgow. Seven pilot sites have been trialling the current software. So far, only Medphase has produced a bespoke package. It is understood that there are problems with its use in practice.

Chairman of the SPGC, Andrew Taylor, comments: "The Committee is pleased to be working with the PPD and others to ensure that the electronic transmission of data results not only in more efficient processing and pricing, but also helps community pharmacists by fitting into their overall IT strategy."

NCC's vacation training programme

National Co-operative Chemists has introduced an eight-week holiday training programme to deal with the challenge of recruiting pharmacy graduates.

The scheme, which is for second year pharmacy undergraduates and which began on July 21, aims to provide 25 interested students with an introduction to community pharmacy.

More than 50 students applied for the scheme, which was promoted with a leaflet to schools of pharmacy nationwide. It covers dispensary experience and an introduction to branch operations, such as stock ordering and merchandising.

It also includes a week-long course at Dovenest Training Centre in Cumbria, where the

emphasis is on management skills and outdoor activity-based training.

NCC's chief executive officer, Roy Carrington, said: "We already offer our graduate pharmacists excellent training opportunities, and this new scheme complements these by helping students to make an informed career decision."



Doctors and dentists will receive an average 25 per cent increase in NHS remuneration. The Government intends to promote competition in a new Competition Bill. The proposed rise in the prescription levy will add \$10 million to Government coffers to prevent planned cuts in the NHS. VAT will be increased to 15 per cent.

Bold statements, but this all took place within the Conservatives' first 100 days in power in 1979. In the 100 days since Tony Blair entered Downing Street, Labour has not appeared as radical, in NHS terms, as some hoped – or feared.

In June, health secretary Frank Dobson announced the creation of Health Action Zones and called for unification of the activities of healthcare and social services. More recently, he revealed he is considering plans to let pharmacists prescribe for certain conditions (see p4).

Among a flurry of health policy decisions, Labour announced planned restrictions on tobacco advertising, and Mr Dobson has started a seemingly personal campaign for breast cancer research and treatment. A drugs 'czar' will be appointed and further capital has been made following the publication of the prescription fraud report offering the Department of Health the chance to save \$80 million.

Mr Dobson's selection over Chris Smith as secretary of state was a surprise, but Tessa Jowell's appointment as minister for public health has generally been applauded. This is the first indication of what could be Labour's 'big idea' – to attempt to improve health by looking beyond the merely medical, and integrating environmental and social issues.

This general change in emphasis, looking at the causes of illness rather than just the treatment, has been welcomed. "Instead of just pouring money into the NHS, [the Government] will look at the reasons for the overall state of the health of the nation – a much more sensible way," says the National Pharmaceutical Association's head of public relations, Veronica Wray.

Having canvassed views, Ms Wray says the general feeling within Mallinson House is one of cautious optimism. It is hoped that the support Labour showed towards pharmacy in opposition will be carried through. However, she believes Labour will face setbacks in dealing with the "mess" it has inherited.

President of the Royal Pharmaceutical Society Peter Curphey is also pleased the new Government has continued the underlying review of healthcare started with the Conservatives'

The first 100 days



It seems Labour is no keener to recognise the expected volume increase in scripts

It's time for that first end of term report. Does the new Labour Government 'continue to shine' or is it a case of 'could do better'? Charles Gladwin reports

Primary Care Act. From meetings with the DoH, he believes that health is being treated very seriously. "It has become clear that pharmacy needs to make contributions quickly to all the health issues of the day, whether it be primary care pilots, public health policy development, prescription charge review or information technology," he says.

The policy of restricting GP fundholding is met with this response: "The ideological demolition of fundholding seems to have ended up as a somewhat cosmetic exercise and commissioning will be seen, I believe, as similar but different, which is what politicians like to achieve."

More exciting and interesting are the possibilities raised by the formation of HAZs, says Mr Curphey. "While hoping that these do not become the nanny state institutions of old Labour, I can see a real opportunity for pharmacy to position itself as healthcare provider across primary and secondary care boundaries, and, at the same time, use our unique

physical presence to offer service to social care purchasers."

The Pharmaceutical Services Negotiating Committee is also pleased with the Government's commitment to integrating health and social services. A new \$250,000 Primary Care Development Fund for Wales, which will "extend professional boundaries and encourage co-operation with social services", was met with interest. "Those two issues are very important: the use of pharmacists and social services, where the pharmacist should be involved," says PSNC general secretary Stephen Axon.

In Northern Ireland, the vice president of the Pharmaceutical Society, Terry Maguire, is surprised that the first 100 days have not been used to lay out the Government's plans. "There have been no significant policy decisions. We are still living with the legacy of the Tories and it seems reasonable to expect that the status quo will remain for the next two years."

Reflecting on the emphasis

elsewhere for closer ties between health and social services, he says: "We have a Department of Health and Social Services which is probably why there is less urgency to do things."

The minister responsible for health in N Ireland, Tony Worthington, also has a wide remit, covering social services and education, training, employment and community relations – pharmacy may not be his top priority.

The cease-fire in the Province will not have an immediate impact in terms of freeing up funds from security for other areas. As such, the legislation of the Primary Care Act will be adopted, but with little money to carry it through, says Dr Maguire.

Of course, not everything has been met with approval. Chancellor Gordon Brown's budget pledge to give an extra \$1.2 billion to the NHS in the next year

has been criticised for not taking inflation into account.

Closer to home, PSNC rejected the first pay offer from the new Government as "totally unacceptable". It seems Labour

is no keener to recognise the expected volume increase in prescriptions than the Tories. As for Scotland, there has yet to be a public airing of the Scottish Office's first remuneration offer.

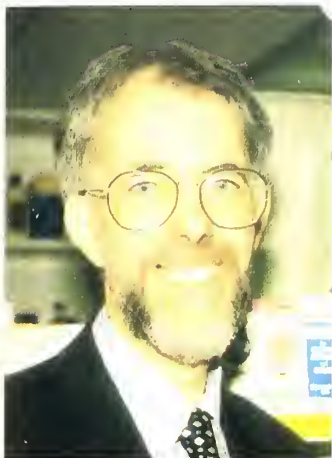
One act that demonstrated the Government's willingness to work with the professional bodies was the blocking of Baroness Flathe's private member's bill. She had sought immediate powers of suspension for pharmacists who had been struck off. The Government stalled the bill on the grounds that it would be better to wait for a considered proposal from the RPSGB.

Will the new administration be willing to work with pharmacy when it comes to financial matters? Pharmacy was not specifically mentioned in the Labour manifesto, so it will be hard to judge against the record. It has yet to make an announcement on rural issues: while in opposition seemed to favour pharmacy.

It may be better, therefore, to wait for a year, rather than 100 days, to see if New Labour equates to *plus ça change*. Perhaps Mr Curphey sums up the feelings of many when he says: "Nine out of ten for the new Government, but I await tangible responses as well as warm words to reassure me that Labour knows that pharmacy is good for it."

PHARMACIST PEN PORTRAIT

Alex Gordon



Plenty for the MCA to tackle apart from my bottom line

A lot has been written about the decision by the Medicines Control Agency to clamp down on incentives and promotions by pharmaceutical companies, but there appears to be little consensus as to whether the action is justified. Certainly, as far as Norton is concerned, the company is vehemently denying any breach of the regulations, and I would support it in that contention.

When purchasing generic drugs, I take my professional responsibilities seriously, and I would not be influenced by price into buying any that were of suspect quality. I manage this by only dealing with reputable companies, but, having established this ethical ground rule, I then feel free to negotiate the best trading terms to suit our mutual interests. The Drug Tariff discount scale operated by the Department of Health is regularly updated to take account of this changing market place.

Discounted prices, free goods, extended credit, loyalty bonuses and many other incentive schemes have always been used by companies to maintain their market share, and this approach ensures a highly-competitive industry. Some of these schemes are more difficult than others to translate into percentage terms, but, nevertheless, they are all, in my view, legitimate and in no way act to the detriment of the patient. However, if the benefit is in kind rather than in cash, then surely that should be a matter of concern to the Inland Revenue and not the MCA.

Once again, the MCA is flexing its muscles and testing the limits of its powers. Possibly the Agency is merely jealous of its more infamous counterpart in the US, or perhaps there is a hidden agenda which envisages

Topical Reflections



greater use of the MCA as a regulatory front.

Whatever the reason, I object to being told how I shall conduct my business. I contract my services to the NHS, but trade in a free market. If the Agency wishes to benefit the taxpayer by tackling real abuse, it need look no further than the windfall profits of some vertically integrated retail pharmacy companies, the hidden discounts enjoyed by some dispensing doctors, who buy generically and then prescribe by brand – or how about the 25 per cent on-cost payment still being made to appliance contractors years after this practice was condemned by an independent inquiry. Now, there are some real money-spinners, indeed!

Superdrug report is a reminder to support RPM

The pressure to remove Retail Price Maintenance on medicines continues to rumble on and, as with the pressure for a change in the

Sunday trading laws, it is all coming from those most likely to benefit. Last week, Superdrug published the conclusions of a report it has had commissioned by Peter Welch, a public policy consultant, into RPM on medicines and – surprise, surprise – it concludes that RPM creates considerable public disbenefit (*C&D* August 2, p4)!

However, as a sop to the Restrictive Practices Court, it suggests that the way forward is through an enhanced Essential Small Pharmacy Scheme. In other words, let the big boys cream the market while some small independent pharmacies will be subsidised to provide the minimum NHS service.

This is not the way to produce a dynamic, properly distributed, community pharmacy service. I do not provide just an NHS service, but a broad spectrum of pharmaceutical activity which unfortunately could never survive without the profit contribution made by my front shop sales.

NHS and counter are integrated and interdependent on each other, from Dotty's advice to new mums to counselling the elderly on how best to approach social services. My pharmacy is a true community health shop, which could not survive if its counter sales were creamed off by the avaricious likes of Superdrug.

The company is throwing up a smoke screen of public good, while patronising independent community pharmacists. I am sure the Restrictive Practices Court will not be fooled by Superdrug's transparent self-interest, but it is still a sharp reminder that the recent general election has only delayed the Office of Fair Trading's 'leave of application', and not cancelled it.

● **Qualified** In 1972 after undertaking his pre-registration at Lodge Moor Hospital in Sheffield, and graduating from the University of Nottingham.

● **Career** Alex was a senior hospital pharmacist before returning to full-time education at the University of Leeds, where he read theology and trained for ordination to the priesthood. In 1985, after working in several parishes in England, he found a post with National Co-operative Chemists in the northern Scottish Highlands which allowed him to continue as a priest in the Scottish Episcopal Church. He now manages the Lairg Pharmacy in Sutherland, is the priest in charge of Lairg, Dornoch and Brora, and a canon of Inverness cathedral.

● **Projects** He is examining compliance issues with a small group of patients, and effective and economic prescribing with local GPs.

● **Committees** Alex has been on the Highland Health Board's area pharmaceutical committee for the last nine years. He is also on the Scottish Pharmaceutical General Council.

● **Interests** He enjoys walking, music, and both making and drinking wine.

● **Outlook on life** Two sayings influence Alex's daily work. From the Gospels: "Always treat others as you would like them to treat you." From the second-century bishop of Lyons, Irenaeus: "The glory of God is man fully alive and the life of man is for the vision of God."

● **Pharmacy philosophy** "Much of the evident demoralisation in pharmacy is due to the perception that we are being stretched more, spread increasingly thinly, and with less financial recognition of the enormous contributions we already make to patient care within and outside the NHS," he believes. "Community pharmacy must be properly funded and resourced to progress the development of pharmaceutical care and better patient services."

SCRIPTspecials

Innovace patient packs

All strengths of Innovace will now be supplied in new 28-day calendar packs, complete with patient information leaflet, which replace the 50-tablet bottles.

Merck Sharp & Dohme Ltd. Tel: 01992 467272.

CP ranitidine

CP has launched ranitidine tablets. The 150mg strength comes in packs of 60 (outers of ten packs, list price £30.67). The 300mg strength is in packs of 30 (outers of ten, £30.17).

CP Pharmaceuticals Ltd. Tel: 01978 661261.

Meprobamate tablets 400mg

Meprobamate tablets 400mg from Genus are replacing the 250-pack of Equanil tablets 400mg, marketed by Wyeth, which has been discontinued. Meprobamate tablets 400mg come in patient packs of 84 (basic NHS price £3.60).

Genus Pharmaceuticals. Tel: 01628 604377.

Aerochamber masks

The Aerochamber holding device for children and infants now has improved comfort and fit. The new devices, distributed by 3M, incorporate a more rounded facemask and a seal which provides a closer fit and reduces 'dead space' between face and mask. There are two sizes to eliminate any problems with fit which can be encountered with 'one size fits all' spacer devices.

3M Health Care. Tel: 01509 613009.

Clinimed distribution

Clinimed no longer distributes Uro-Trainer catheter maintenance solutions. Distribution rights have reverted to B Braun.

Clinimed has taken on responsibility for the promotion and distribution of all Welland medical stoma products.

Clinimed Ltd. Tel: 01628 850100.

New pricing

With effect from August 1, the basic NHS price for a pack of ten 1ml ampoules of Pitressin 0.4mg is £125. A pack of six Amsidine ampoules, each containing 1.5ml of amasacrine solution (150mg/ml), has a basic NHS price of £250. Both lines are being distributed by Distriphar for Goldshield Pharmaceuticals.

Distriphar UK. Tel: 01895 837750.

Tretinoin for leukaemia

Roche is introducing tretinoin in capsule form for the management of patients with acute promyelocytic leukaemia.

Vesanoid Capsules 10mg are intended for use in previously untreated patients, as well as those who relapse after standard chemotherapy or who are refractory to chemotherapy.

It has been shown that combining tretinoin with chemotherapy can increase the duration of survival time and reduce the risk of relapse, when com-

pared with chemotherapy alone.

The recommended dosage is 45mg/m² of body surface, given orally in two divided doses, ideally with a meal or shortly afterwards (approximately eight capsules per adult dose). Treatment should normally continue until complete remission has occurred or for a maximum of 90 days.

Contra-indicated drug associations are with low-dose progestogens (their contraceptive effect is reduced), tetracyclines due to the risk of elevated intracranial

pressure, and vitamin A due to the risk of hypervitaminosis. As tretinoin is teratogenic, its use is contra-indicated in pregnancy and in those who might become pregnant during treatment.

Vesanoid Capsules 10mg will be available in packs of 100 (basic NHS price, £192).

The product is being distributed on behalf of Roche Products by Chapter, Central Pharmacy, Addenbrooke's Hospital, Cambridge CB2 2QQ. Tel: 01223 216772.

MEDICAL MATTERS

A postmenopausal therapy?

Raloxifene, the first of a new class of drugs called selective oestrogen receptor modulators (SERMs), appears to offer postmenopausal women a broad spectrum of health protection.

A SERM exerts its action by binding to oestrogen receptors, selectively producing oestrogen agonism in one or more target tissues and oestrogen antagonism in other tissues.

Phase III interim trial data, presented at a conference in Copenhagen, shows that raloxifene, currently being developed by Eli Lilly, is a promising choice for women at risk of osteoporosis, as it also has positive effects in the cardiovascular system, without the undesirable stimulatory effects on the breasts and uterus.

The two-year study of 136 women found that raloxifene increased bone mineral density

in the spine, hip and total body by 2-3 per cent, compared with the calcium-supplemented placebo. These increases were statistically significant after 12 months and maintained at 24 months.

The effects of the drug on lipid metabolism were investigated in a six-month study of 390 postmenopausal women, which compared the drug with placebo and HRT. Raloxifene lowered LDL-cholesterol (8-12 per cent) and total cholesterol (5 per cent), both of which, at elevated levels, are associated with greater risk of cardiovascular disease.

The most common side-effect was hot flushes, with patients on the drug reporting more frequency of these (24 per cent) than did patients taking placebo.

Women taking raloxifene did not experience spotting or bleeding in contrast to women on HRT.

Unhealthy eating causing problems at school

Almost one-third of headteachers interviewed in a recent survey thought pupils had been off school with illness resulting from unhealthy eating habits.

While anorexia accounted for most of this illness, 11 per cent identified colds and flu, and 9 per cent a general susceptibility to infection as a result of the children becoming run down through poor diet. Problems such as lethargy, poor concentration and hyperactivity were also attributed to diet.

Over 40 per cent thought diet-related absences were occurring more frequently and nearly three-quarters believed children were

eating less healthily than in previous years. A large proportion – 86 per cent – noticed an increase in the number of teenage girls dieting because of pressure to be slim.

The survey, carried out for Sanatogen, interviewed 206 secondary school headteachers. The sample unanimously voted the increased availability of 'junk food' as the main reason for the rise in unhealthy eating, particularly as it is heavily advertised.

Children have more money to spend on sweets and, with both parents working, meals tend to be skimmed, with little time to instil sensible eating habits.

Matrix patches lead to less skin irritation

Matrix transdermal oestradiol patches cause less skin irritation than reservoir patches, reports the *British Medical Journal*.

Transdermal patches used to relieve menopausal symptoms come in two forms:

- those with an alcohol reservoir, with the oestradiol being released through a semi-permeable membrane held against the skin by a ring of adhesive
- those that have oestradiol dissolved in an adhesive matrix distributed across the whole patch.

Eighty-two women requiring oestrogen replacement, who had previously discontinued transdermal treatment because of skin reactions, were recruited to the study. The women received either Evorel (matrix) or Estraderm TTS (reservoir), then the other patch for eight weeks.

Those stopping the first treatment due to skin irritation progressed to the second patch: those discontinuing the second left the study.

Seventy-two women completed the study, of whom nine discontinued both patches because of skin irritation and 30 discontinued one patch. Of this group, significantly more discontinued the reservoir (26) than the matrix patch (four).

If women have stopped using a reservoir patch because of skin reaction, the authors say, a trial with a matrix patch is worthwhile. They calculate that the risk of a similar reaction is less than one in five with a matrix compared with more than one in two if the reservoir patch is tried again.



For the treatment of gingivitis.

Since its launch 21 years ago, Corsodyl has always been "The Gold Standard" treatment for gingivitis. With a staggering 77%* of all dentists recommending Corsodyl more than any other brand of mouthwash, it comes as no surprise that it is the number one mouthwash in pharmacy.**

Extensive clinical trials have proved the

efficacy of Corsodyl mouthwash in the treatment of gingivitis; it is also indicated for the management of recurrent oral ulceration, denture stomatitis and oral thrush, and the promotion of gingival healing after oral surgery.

So when it comes to fighting oral infection, always make Corsodyl your number one choice.

Corsodyl – The Gold Standard
chlorhexidine gluconate

*PMSI Independent Research 1997
**Nielsen Pharmacy Mouthwash Data M/A 1997

Uses: Inhibition of plaque; treatment and prevention of gingivitis; maintenance of oral hygiene; promotion of gingival healing after oral surgery. **Contraindications:** Previous hypersensitivity reactions to chlorhexidine gluconate. **Precautions:** For oral use only; keep out of eyes and ears. **Side effects:** Occasional irritative skin reactions. Extremely rarely, generalised allergic reactions to chlorhexidine gluconate. **Overdosage:** Systemic effects are unlikely after accidental ingestion or overdosage, however gastric lavage may be advisable. **Legal Category P.** Date of last revision: March 1997.

Product Licence Numbers and Basic NHS Cost: Corsodyl[®] Spray (0079/0311) 60 ml (OP) £3.73; Corsodyl[®] Mouthwash (0079/0312) 300 ml (OP) £1.84; Corsodyl[®] Dental Gel (0079/0314) 50 g (OP) £1.21.

SmithKline Beecham Consumer Healthcare

COUNTERpoints

Transoak washed out

Chauvin Pharmaceuticals is discontinuing Transoak, its contact lens solution, due to changes in EC regulations.

Chauvin Pharmaceuticals.
Tel: 01708 386633.

Brushpicks packs

Salestrend has introduced new packaging for its Brushpicks interdental hygiene sticks. They are now in three pack sizes: wallet (75 units, £0.99), dispenser (150, £1.95) and tub (300, £2.89).

McEwans Chemist Sundries.
Tel: 01942 525852.

Shrinking away

Swiss Health has released Shrinkers, a dietary supplement which claims to promote the efficient metabolism of fat, protein and energy. Packs of 60 capsules rsp at (£9.95)

Chemist Brokers.
Tel: 01705 219900.

Bee cream

Apis Mellifera cosmetic skin cream, made from bee hives, claims to help skin conditions, including eczema, dermatitis and psoriasis. A 45g jar is £13.95.

David Hart.
Tel: 01992 522123.

Vitamin discount

Retailers can get a discount of up to 33 per cent off Healthlife's B and E vitamin ranges.

Healthlife Ltd.
Tel: 01274 595021.

Coty orders

All orders/stockist enquiries for Coty should now be made to:

Coty (UK) Ltd.
Tel: 01233 625076.

Versace launch

Gianni Versace Profumi is introducing two new fragrances – White Jeans (for her) and Black Jeans (for him), rsp £26.

Aspects Beauty Company.
Tel: 01273 400085.

Nivea adopts a new hands-on approach

New from Nivea is a sub-brand, Nivea Hand, with two advanced formulation hand care products.

Nivea Hand Essential Moisturising Lotion (150ml, \$3.29) is a light lotion intended to keep hands soft and supple. Aloe vera and avocado oil are included for their moisturising and softening effects, while the antioxidant action of vitamin E protects against free radicals. Daily application improves the look and the feel of hands.

Nivea Hand Age Control Lotion (150ml, \$3.99) includes UVA and

UVB filters to help protect the skin from UV rays that cause premature ageing, wrinkles and uneven pigmentation on the hands. Other ingredients in the light lotion are vitamin E, a complex of natural AHA fruit acid to promote cell renewal and intensive moisturising avocado oil.

The light lotion formulation ensures that both products are quickly absorbed, leaving no greasy residue.

Smith & Nephew Consumer Products Ltd.
Tel: 0121 327 4750.



Polished performance from Miners

Miners has added 12 new shades to its animal product-free range of nail polishes, bringing the total to 72.

The new colours include vivid orange and tangerine, two-tone purpley green, palest

pink, powder blue, moody mauve, ocean blue, ocean turquoise, jade green, shimmering blue, yellow and lilac. The polishes rsp at \$1.49 each.

Paul Murray plc.
Tel: 01703 268444.

Protecting ladies

Wilkinson Sword is launching its first-ever female trial price razor this month.

The Lady Protector, plus one blade, is being offered for \$1.99 – a reduction of \$2.50.

The offer aims to encourage women to trade up from disposables. It will run until October.

Wilkinson Sword Ltd.
Tel: 01670 713421.

Sara Lee's Supersoaps surfaces with super new image

Sara Lee is relaunching its Radox Supersoap this month with revamped pack designs and a new formulation.

The company is spending £4 million on Radox in the coming year, and has spots for Supersoap on TV in November and February, 1998.

Liquid soaps are showing value growth of 23.2 per cent in the

Fruity fragrance from Bronnley

Bronnley has launched a new Apricot and Almond sub-range in its Almond Oil.

The company describes the Apricot and Almond fragrance as younger, delicate and fruity.

It will be available in a wide range of items, including bath seeds (30g) with an rsp of £1.10 and body splash cologne (250ml) at £7.95.

H Bronnley & Co Ltd.
Tel: 01280 702291.



personal wash market, worth £30.8m (IRI Infoscan MAT to June 15, 1997).

Radox Supersoap is the second-largest liquid soap, with MAT sales of £3.7m and a value share of 12 per cent.

A new peach-coloured Hand & Face variant (containing jasmine and gentian) joins the range, which already includes yellow Refreshing (with

lemon and lavender oils), pink Caring (with witch-hazel and camomile) and blue Cleansing (with tea tree oil and thyme). All rsp at £1.79 for 300ml.

Hand & Face aims to promote wider use of Supersoaps, which are aimed at younger consumers.

Sara Lee Household & Personal Care.
Tel: 01753 523971.

Nine out of ten.
Will do better.

Canesten®
Clotrimazole

Having a
90% market share*
would satisfy
most companies.
But at Canesten
we're not content
with having
the best selling
thrush treatment.
That's why we're
spending
£2 million on a
new advertising
campaign for
Canesten Combi.
So it won't
be just one of
the fastest
treatments for
thrush, it will be
the fastest selling
one too.

*Source: Nielsen Pharmacy Audit MAT to Nov/Dec'96

Abridged Prescribing Information. **Presentation:** One Canesten 1 pessary (containing 500mg clotrimazole BP) plus a 20g tube of Canesten 1% cream (containing 1.0% clotrimazole BP). **Uses:** Pessary for candidal vaginitis, cream for associated vulvitis and to treat the sexual partner to prevent reinfection. **Dosage and Administration:** **Adults** The pessary should be inserted intravaginally, preferably at night, using the applicator provided. The cream should be applied night and morning to the vulva and surrounding area and/or to the partner's penis to prevent reinfection. **Children** Paediatric usage is not recommended. **Contra-indications:** Hypersensitivity to clotrimazole. **Warnings and Precautions:** Medical advice should be sought if this is the first time the patient has experienced symptoms of candidal vaginitis. Before use, medical advice must be sought if any of the following are applicable. More than two infections of candidal vaginitis in the last six months; previous history of a sexually transmitted disease or exposure to partner with sexually transmitted disease; pregnancy or suspected pregnancy, aged under 16 or over 60 years; known hypersensitivity to imidazoles or other vaginal anti-fungal products. Do not use if the patient has any of the following symptoms, whereupon medical advice should be sought: Irregular vaginal bleeding, abnormal vaginal bleeding or a blood-stained discharge; vulval or vaginal ulcers, blisters or sores; lower abdominal pain or dysuria; any adverse events such as redness, irritation or swelling associated with the treatment, fever or chills, nausea or vomiting, diarrhoea, foul smelling vaginal discharge. If no improvement in symptoms is seen after seven days, the patient should consult their doctor. **Side-effects:** Rarely local mild burning or irritation immediately after use. Hypersensitivity reactions may occur. **Use in Pregnancy:** Only when considered necessary by the clinician. If used during pregnancy, extra care should be taken when using the applicator to prevent the possibility of mechanical trauma. **Legal Category:** P. **Package Quantities and Basic NHS Cost:** 1 x 500mg pessary packed in foil, plus a 20g tube of Canesten 1% cream. An applicator for the pessary is included, £4.25. **Produce Licence Numbers:** Cream 1% 0010/0016R, 500mg Pessary 0010/0083. **Further information available from:** Bayer plc, Pharmaceutical Division, Bayer House, Strawberry Hill, Newbury, Berkshire RG14 1JA. Telephone (01635) 563000. **Date of Preparation:** July 1995 © Bayer plc, June 1997

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An early start for Sanatogen's children's food supplements

Roche Consumer Health is introducing two food supplements formulated for children.

Sanatogen Children's Gold contains 19 nutrients, including vitamins A, B, C, D and E, iron and calcium. The chewable, sugar-free tablets are suitable for three to 12-year-olds (30, £2.89; 90, £6.79). The product, available from mid-September, is claimed to be the first premium all-inclusive supplement for children in a market worth \$9 million a year and growing at 19 per cent.

Advertorials will appear in the consumer press in November/December and there will be links with a television campaign for the adult Sanatogen Gold in mid-September to October. POS will be available.

Sanatogen Vitamins + Extra Vitamin C



(containing vitamin A 400mcg, C 75mg and D 2.5mcg) is replacing the existing children's vitamins A, C and D. The sugar-free tablets come in orange, lemon and raspberry (30, £1.55; 90, £3.59). They will be part of Kleenex's winter survival kit promotion from October.

● Following concern about children's eating habits (see p8), Roche has created a resource pack to help primary

school teachers educate youngsters on proper nutrition. A mail shot will invite teachers to request the free pack, which could reach 500,000 pupils. This will be followed by a competition for pupils to design a T-shirt expressing what they have learnt. The 'Do you feel alright?' pack is available by calling 0171 379 1283.

Roche Consumer Health.
Tel: 01707 366000.

Vernon-Carus has plans to get consumers plastered



Vernon-Carus' consumer healthcare division has launched Vernaid plasters.

They come in boxes of 16 in four versions: washproof, stretch, clear (all £0.49 per pack) and fabric (£0.56 per pack).

They are in assorted shapes and sizes, and are individually wrapped,

hypoallergenic and micro-perforated to improve wound healing.

The company plans other launches in its consumer range, which contains Caress cotton wool and Cool 'n Fresh baby wipes, later in '97.

Strategic Business Partners.
Tel: 01622 662596.

T&R offers two for one on f16

Thornton & Ross is offering a 'buy one, get one free' promotion for f16, its dry skin cream.

The company is providing stockists with point of sale support during August.

The promotion, which will last through August and September, will use regional newspaper advertising throughout the UK, except Scotland.

A 100g pot of f16 retails at \$1.95.

Thornton & Ross.
Tel: 01484 842217.



For sleep that isn't hard to swallow

Stafford-Miller is launching new Nytol caplets, which will replace the current 25mg tablets.

The company says the new presentation provides sufferers from sleeplessness with an easy to swallow format, and the tried and trusted heritage of the Nytol range.

The formulation of diphenhydramine 25mg remains the exactly the same, as does the retail price – £2.45 for 20 caplets.

Stafford-Miller says the new caplets extend customer choice, and consumer research has found that 82 per cent of people like easy to

swallow caplets.

New Nielsen data has placed original Nytol (25mg tablets) as the number one-selling branded Pharmacy only tablet with Nytol One-A-Night in 22nd place. The company says Nytol's number one position "indicates that, like analgesics and indigestion remedies, temporary sleep aids are now a recognised medicine cabinet standby".

Heavyweight support for the Nytol range includes a new national TV advertising campaign, which runs for the month of August.

Stafford-Miller Ltd.
Tel: 01707 331001.

ON TV NEXT WEEK

Claritin Allergy: C, GMTV

Colgate Total: All areas

Imodium: All areas

Jungle Formula: C, A, HTV, W, M, GMTV

Just For Men: All areas

Listerine: C, A, M, LWT, CAR, C4, Sat

Pantene: All areas except GMTV

Nytol: All areas

Sensodyne toothpaste: All areas

Sensodyne Gentle Mouthrinse: All areas

Setlers: All areas

Sleepia: LWT, CAR, C4, Sat

Wella Experience: C4

GTV Grampian, B Border, BSKyB British Sky Broadcasting, C Central, CTV Channel Islands, LWT London Weekend, C4 Channel 4, U Ulster, G Granada, A Anglia, CAR Carlton, GMTV Breakfast Television, STV Scotland (central), Y Yorkshire, HTV Wales & West, M Meridian, TT Tyne Tees, W Westcountry

50%

50% PROFIT ON RETURN ON MONMOUTH PHARMACY OTC PRODUCTS



We believe that *half* the value of a pharmacy medicine is in the advice supplied alongside the medicine itself. That is why we are giving you, the Retail Pharmacist, **50% Profit on Return (POR)**, irrespective of the volume ordered, on all Monmouth pharmacy OTC products, i.e. **EXPULIN™**, **MINTEC™** and **ENTEROSAN™**. This equates to a **100% mark up in profit**.

EXPULIN (all packs)	POR @ 50% = £1.00 profit per pack
ENTEROSAN 24's	POR @ 50% = £1.15 profit per pack
ENTEROSAN 40's	POR @ 50% = £1.85 profit per pack
MINTEC 12's	POR @ 50% = £1.24 profit per pack
MINTEC 25's	POR @ 50% = £2.41 profit per pack

You will be able to order Monmouth OTC Products from your wholesaler with the 50% (POR) margin built in to the difference between trade and retail prices.

Order today and make sure you don't miss out.

For further information, please contact

MONMOUTH PHARMACEUTICALS

Monmouth Pharmaceuticals Ltd,
3 & 4 Huxley Road, The Research Park, Guildford, Surrey GU2 5RE
Telephone: 01483 565299.

THEY GAIN



“I’ve got my confidence back
since my pharmacist
advised me to try Regaine.”

Presentation: Clear, colourless to light yellow liquid for topical application, containing minoxidil 20mg/ml. **Uses:** Treatment of alopecia androgenetica, slowing of hair loss in patients with diagnosed male pattern baldness. **Dosage and administration:** Apply 1ml Regaine topical solution twice daily to the centre of affected area of the scalp. The total daily dose should not exceed 2ml. The method of application varies according to the disposable applicator used. In all cases the hair and scalp should be thoroughly dry, and the solution allowed to dry without the use of a hair dryer. Twice daily application for four months or more may be required

before evidence of hair growth stimulation can be expected. Onset and degree may be variable. Relapse to pre-treatment appearance following discontinuation of medication has been anecdotally reported to occur within 3-4 months. Patients should discontinue treatment if there is no improvement after one year. **Contra-indications:** Hypersensitivity to any of the components of the preparation. **Warnings:** Regaine is for external use only. Use only as directed. Do not apply to the areas of the body other than the scalp. Use of Regaine results in slight absorption (an average of 1.4% of the applied topical dose) of minoxidil from the scalp.

YOU GAIN



Hair loss affects 40% of the population. So recommend Regaine, the only product medically proven to restrict common hereditary hairloss.

In consumer surveys of over 7,000 men, 80% said they noticed the difference. And, after 12 months' continuous use, tests indicate 40% experienced regrowth.

With a seven year prescription heritage and a multi-million pound TV campaign many hairloss sufferers will be asking you for advice.

Regaine's use is continuous, so this is a valuable area of business growth exclusive to pharmacists.

Make sure you don't lose out.

Regaine®
contains minoxidil



CONTACT YOUR PHARMACIA & UPJOHN REPRESENTATIVE FOR MORE INFORMATION OR RING
THE PHARMACIA & UPJOHN TELESales TEAM ON 0800 801 454

and the potential for systemic effects should be considered. The most frequently reported adverse effects have been minor dermatological reactions. **Precautions:** Patients with hypertension should be monitored closely when treated with Regaine. Regaine contains an alcoholic base which will cause burning and irritation to the eye. Safety and effectiveness of Regaine in patients under 18 or over 65 has not been established. As for other preparations, concomitant damage of the skin may lead to increased absorption of minoxidil. Regaine should not be used during pregnancy or lactation. Regaine should not be used in conjunction

with other topical agents. **Legal Category:** P **Package quantities:** Bottles of 60ml with one or more of the following disposable applicators: pump spray, extended tip, or rub-on assemblies. **Product Licence number:** PL0032/0136. **Holder of Product Licence:** Pharmacia and Upjohn Limited, Davy Avenue, Milton Keynes, MK5 8PH, UK. **Date of Preparation:** March 1997. **Pricing Information:** £24.95 retail price (£21.23 excluding vat).



Pharmacia
& Upjohn

Fusion brings fragrance and clubbers together

Elida Fabergé is targeting young clubbers with its new unisex fragrance, Fusion.

Fusion, which will be heavily promoted to 15-20-year-olds through the club scene and music events, was developed with Ann Gottlieb, fragrance consultant to Fabergé Paris and the creator of Calvin Klein's CK1.

The new fragrance combines "freshness and warmth" through a mixture of notes which includes lemon,

bergamot, rose, neroli, vanilla, woody vetiver and musk. It is suited to day and evening wear.

Fusion comes in eau de toilette 75ml (\$10),



and 20ml (\$5), deodorant bodyspray 100ml (\$2.50) and shower gel 200ml (\$2.50).

A total of \$1.5 million will be spent on Fusion, which will include poster campaigns, consumer press activities and 200,000

scented wipes to be distributed at the Notting Hill Carnival.

A series of 'Fusion Present' events is also planned throughout the year, including the launch of the Fusion Club night in London and sponsorship of a monthly club guide.

Elida Fabergé.
Tel: 0181 481 6000.

Halo offers greater choice, but less fat

Halo Foods is extending its range of reduced fat, lower-calorie chocolate snacks with three new bars.

Nutsin is a nougat and nut bar, produced using reduced-fat peanuts. It is 85 per cent fat-free and, weight for weight, the company claims it has 46 per cent less fat than the leading mainstream bar.

Halo Heaven, also 85 per cent fat-free, has a caramel centre coated in milk chocolate, and, weight for weight, has 40 per cent less fat than mainstream caramel bars.

Halo Dream contains pieces of coconut and pineapple, and is 80 per cent fat-free. Weight for weight, it has 30 per cent less fat than leading mainstream products.

All three bars are covered in milk chocolate, but careful formulation of the fillings reduces the fat content, such that the bar as a whole is at least 80 per cent fat-free.

The bars retail at \$0.29 each or \$0.79 for three.
Halo Foods Ltd.
Tel: 01654 711171.



Gluten-free biscuits for grown-ups

Gluten Free Foods has launched three new types of Glutano biscuits to cater for the growing number of coeliac patients.

The biscuits, which are not available on the Drug Tariff, cater to adult tastes and contain plain rather than milk chocolate.

Glutano chocolate chip biscuits (\$1.99), apricot

biscuits (\$1.99) and half-covered chocolate cookies (\$2.49) come in 150g packs. The Glutano range of biscuits now has 11 varieties.

● From September 1, Glutano pasta, cream-filled wafers and hazelnut cookies will all come down in price to \$1.99.

Gluten Free Foods Ltd.
Tel: 0181 952 0052.

New baby sterilising solution from South Africa

De Zetel is offering pharmacists an introductory deal on the Olivier's baby sterilising products range.

Olivier's, produced by the South African company Creighton, contains chlorhexidine digluconate as its main active ingredient.

The range includes a

200ml bottle of sterilising solution (rsp \$2.99); a dummy care unit (\$2.89); ten 5ml sterilising solution refill sachets (\$1.99); 250ml anti-bacterial nursery surface spray (\$3.24); and a 4-litre sterilising bucket (\$10.99).

A starter pack, which includes 12 x 200ml

Heinz juice concentrates efforts on infants

Heinz is introducing a new range of juice concentrates with added vitamin C for infants aged six to 12 months.

The four varieties, which contain no added sugar, are Apple, Apple & Blackcurrant, Apple & Apricot and Pear & Cherry. They come in 200ml glass bottles.

Heinz product manager, Karen Rumsey, says: "We have gained a 55 per cent share of the ready to serve juice market and are looking to add to this."

The product, which retails at \$1.35, is being promoted through the parentcraft press and through 'Heinz at Home' magazine.

H J Heinz Co Ltd.
Tel: 0181 848 2256.

Sense of style for French L'Homme

Lanvin has released a new toiletry range for men called Lanvin L'Homme.

It includes eau de toilette spray (50ml, £30; 100ml, £40), after shave (50ml, £23; 100ml, £30), after shave balm (100ml, £30), cleanser (200ml, £20); and deodorant spray (150ml, £15).

The fragrance aims to reflect the French man's sense of style.

It has citrus notes of mandarin, bergamot and neroli; aromatic notes of lavender, mint, sage, pepper and cardamom; and underlying notes of sandalwood, vanilla, amber and musk.

Prestige & Collections Ltd.
Tel: 0181 979 6699.

Efamol targets assistants over nutrition advice

Evening primrose oil company Efamol is launching a training and education programme aimed at pharmacy assistants.

Around 5,000 outlets will be invited to enrol in the programme between now and October, when the first of three information packs will arrive.

In December, all assistants who joined the course will receive a questionnaire testing their knowledge across a range of nutritional issues. All those who pass will be notified in January and receive an Efamol diploma.

The names of successful candidates will be entered into a prize draw and four assistants and their partners will win a three-day break in New York.
Distributor Novartis Consumer Health.
Tel: 01403 210211.

Here today, hair tomorrow with Pil-Food

Cedar Health is launching a \$150,000 media campaign to promote its hair supplement, Pil-Food, in the UK.

The campaign, which uses a mix of national newspapers, consumer magazines and local radio, begins in September and runs through until spring 1998.

Pil-Food, containing vitamins, sulphurated amino acids and millet extract, is an effective means of slowing down hair loss and restoring healthy growth, says the company.

It is claimed to have no known side-effects and to produce thicker hair in five to ten weeks.

The recommended dosage is three capsules daily for a period of three months. Each pack of 100 capsules costs \$24.95.

Pil-Food is available through the main pharmacy wholesalers.
Cedar Health Ltd.
Tel: 0161 483 1235.

THE GENTLE GIANTS HIT TV

So here's your chance to win a giant TV

It is the gentle giant launch – Frank Bruno teams up with new Sensodyne Gentle Mouthrinse in a heavy-weight campaign hitting TVs everywhere. New Sensodyne Gentle Mouthrinse has a low-alcohol formulation to give it a gentleness especially suited to people with sensitive teeth and gums. And with *triclosan* for gum health, *fluoride* protection to help fight decay and a mild mint flavour, this gentle giant is ideal for everyone to use as part of their daily oral hygiene routine.

And what better way to watch a gentle giant launch than on a giant TV? Well, simply answer the questions on the competition form, return it to the address given before September 12, 1997, and you could be doing just that. The first correct entry drawn will win a giant 28-inch TV, with five runners up each receiving a portable music system and ten third place entries winning a £10 CD voucher. Good luck, it's a gentle giant prize worth winning.



RULES 1 The competition is open to pharmacy assistants only. 2 Only one entry per person will be accepted, and entries must be on an original form, no photocopies will be accepted and no entries will be returned. 3 The competition is not open to employees of Stafford-Miller Ltd or Miller Freeman, their agencies or relatives. 4 Entries received after September 12, 1997, will not be eligible. 5 The first correct entry drawn at random after the closing date will be the winner and the next five deemed runners up, with the following ten entries awarded third place, prizes will be awarded as stated. 6 Winners will be notified by post within 28 days of the closing date. 7 The judge's decision is final and no correspondence will be entered into. 8 Stafford-Miller Ltd owns the copyright and reserves the right to use any submission and competition winners' photographs for future publicity. 9 No cash alternatives will be offered. 10 For a list of winners send an SAE to Stafford-Miller Ltd, Broadwater Road, Walwyn Garden City, Hertfordshire AL7 3SP.

COMPETITION

WIN A GIANT 28-INCH TV

Answer the following four questions, then send the completed forms to New Sensodyne Gentle Mouthrinse/OTC Competition, *Over the Counter*, Miller Freeman plc, Sovereign Way, Tonbridge, Kent TN9 1RW. The closing date for the competition is September 12, 1997.

- 1 Who is the star of the new Sensodyne Gentle Mouthrinse TV commercial?
- 2 What makes new Sensodyne Gentle Mouthrinse so gentle?
- 3 Which ingredient in new Sensodyne Gentle Mouthrinse promotes

gum health?

4 Circle the correct answer. For maximum benefit use new Sensodyne Gentle Mouthrinse
every day/every month/every week

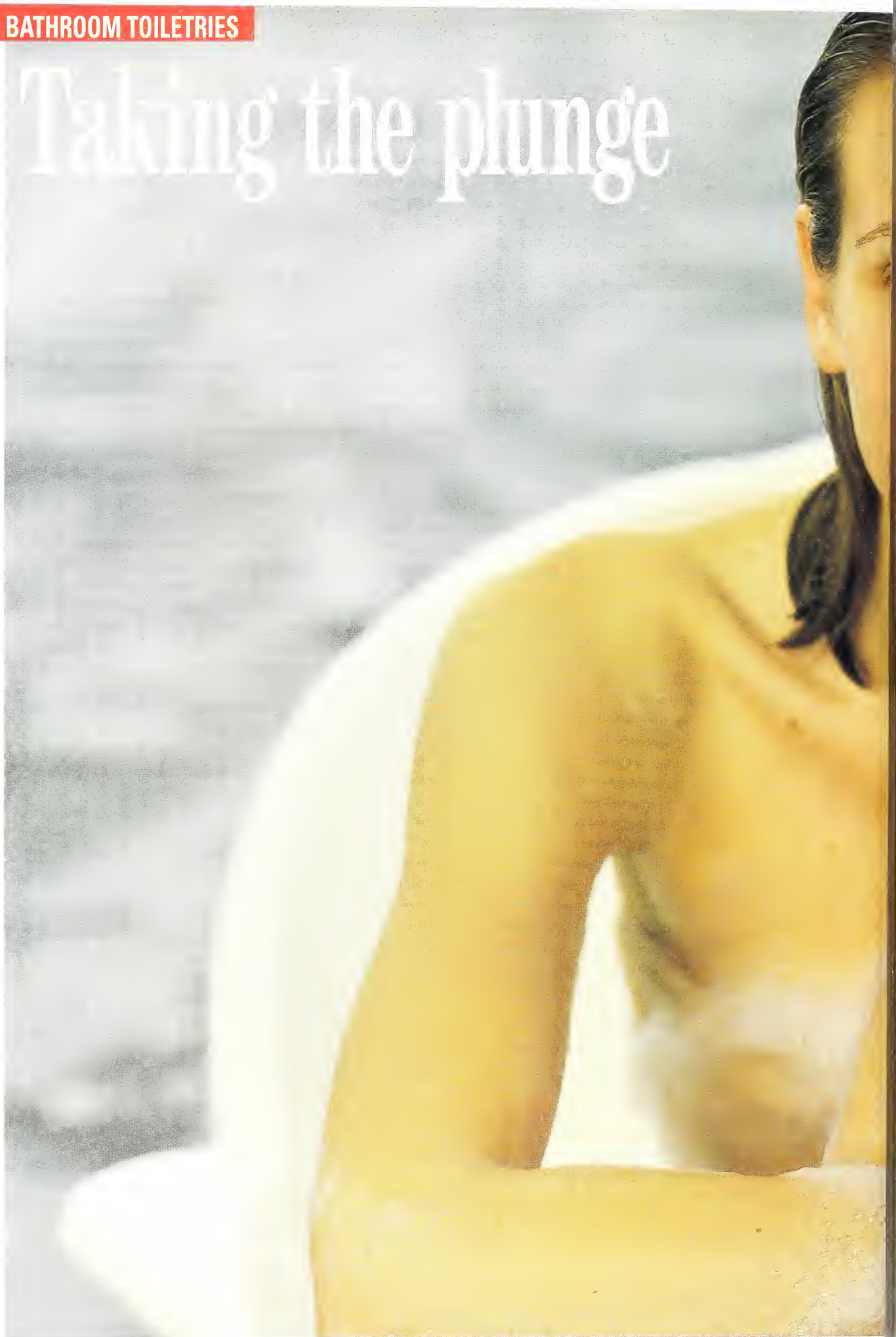
Name.....

Pharmacy.....

Address.....

.....Telephone no.....

Taking the plunge



As the desire for healthy, well moisturised skin continues to drive growth of bath and shower products, **Sarah Thackray** looks at how pharmacies can capitalise on bubbling sales

With a 35 per cent share of the UK's \$390 million personal wash market, the \$135m bath liquid sector has now overtaken bar soap as the biggest single category in this market. Together with shower products and liquid soap, it is driving the 5 per cent growth in personal wash products (IRI Infoscan, May, 1997).

Sara Lee research shows that trends which are helping to boost sales of bath liquids include the increasing importance of products with skin care and moisturising benefits and a growing interest in aromatherapy and naturally-positioned products.

The company has recently relaunched its Radox Wheatgerm range of bath and shower products to strengthen its position in the growing \$2.9m natural sector and to boost rate of sale by trading customers up from lower-priced products. Brighter pack designs have been introduced for the brand with clearer communication of its key message, 'moisturisers from nature'. The packs also have more emphasis on the wheatgerm proposition and stronger use of the easily recognised Radox green across caps and label graphics.

"The relaunch should help attract new consumers to the fixture and the retailer," says Julie Norman, marketing manager for Sara Lee. "Our research shows that mums want natural bath and shower products which the whole family can use. The natural segment was previously dominated by fruity products purchased by teenagers (ie Body Shop), but Radox Wheatgerm is targeted at young families. It appeals to consumers seeking a naturally-positioned product, as it brings the health food store into their usual pharmacy."

Male muscle

Research by Taylor Nelson AGB Personal Care Panel shows that men have increased the number of times they take baths, and usage of the brand-leading Radox Herbal Bath range has risen among the male population.

Sara Lee reports that its blue Muscle Soak (designed to appeal

Picture courtesy of Simple

Continued on P20 ►



Life's everyday problems are washed away with Radox Solutions – the new premium range of natural bath liquids from Sara Lee



Press ads are driving sales of Palmolive Hydrating Shower Gel with Moisture Reservoirs and Nourishing Shower Gel with Essential Oil

◀ Continued from P19

to men) is now the top seller in the Radox bath liquid range – knocking the green 'Traditional' variant off its number one position. "The physical language of the Muscle Soak variant, which is not at all flowery, gives men permission to use it," explains Ms Norman.

The company will be investing \$4m in advertising for the entire Radox brand between November and June next year with a TV campaign planned for the pre-Christmas period. In addition, it will be spending nearly \$500,000 on magazine advertising for its Badedas products in the run-up to Christmas. For the first time, a sachet of Badedas will be incorporated into advertising for this boxed range, a key gift line.

What a shower!

Although the \$83m shower product market is already growing at 12 per cent (IRI Infoscán, May), there is still huge potential for increasing sales in this sector. Three-quarters of the population have a shower fitted in the home and 67 per cent use it regularly, yet less than half of these people use shower products. The penetration level of shower gels is only at 40 per cent with an aver-

age of only 2.5 packs per household being used each year.

Radox Showerfresh is the top-selling shower gel with 11.3 per cent share in this sector (IRI Infoscán, April '97). Sara Lee is confident that its large 500ml packs will encourage greater use by the entire family. These have been introduced in line with trends in Europe, where the shower gel market is more developed and bigger-value packs are the most favoured format.

A family pack is already proving to be a success for Cussons' Imperial Leather Shower Gel. Mike Fallon, the company's sales director, says: "The 400ml size has grown the average weight of purchase and therefore the category. It provides an excellent value for money offering for the consumer and benefits from the inherent Imperial Leather brand values of quality and heritage. The best-selling variants in the 200ml size – Original, Silk and Fresh – were chosen for the 400ml pack as they had already proved popular choices for family usage in the home."

Nicola Keeble, commercial category manager for body care at Colgate-Palmolive, says: "The shower products sector has traditionally attracted a young audience, but growth is now coming



Colgate-Palmolive is taking a soft approach to capturing liquid soap sales

from new users in the older age groups. Shower products are taking the place of soap in the shower, particularly in the morning, and are being used for all-over body washing and moisturising benefits."

Striking sepia-tinted press advertising, which focuses on the 'soft and smooth' skin message, is currently backing sales of Palmolive Hydrating Shower Gel with Moisture Reservoirs and Palmolive Nourishing Shower Gel with Essential Oil. A million samples of Palmolive Nourishing Shower Gel with Essential Oil are also being distributed through the women's press in August.

Palmolive Hydrating Shower Gel with Moisture Reservoirs is enriched with marine extracts and sea minerals to maintain the skin's natural balance and leave it feeling smooth, soft and revitalised. Moving away from the opaque packaging usually associated with shower formulations, the product has a transparent bottle to attract consumers to its bright blue gel and visible moisture reservoirs.

"The personal wash market is now demanding more products which offer and deliver real skin benefits," says Mr Fallon, Cussons' sales director. "We are confident that the Carex personal wash range will increase consumer choice in this sector, add value to the market and establish a unique sector in its own right."

Cussons is currently supporting this range with a \$1.9m campaign, which includes advertising on TV, press, radio and London Underground.

Liquid assets

The \$30m liquid soap sector is growing at 22 per cent (IRI Infoscán, May) and around 54 per cent of homes now have a liquid soap. Yet, despite this phenomenal growth, consumers are still not using as much liquid soap as they could because these products are primarily placed in kitchens (hence the success of Cussons' Carex antibacterial handwash)

and downstairs cloakrooms rather than in bathrooms. Liquid soap offers an opportunity to increase value in the soap market due to its premium price and fast use-up rate.

This month will see a new look and a change of formulation for Radox Supersap, which is being relaunched on a more natural platform. There will still be four variants in the range, but with different names and specific natural ingredient benefit claims. The retail price will remain unchanged at \$1.79 (300ml). In-store activity is planned to support the relaunch.

Premium bar success

As consumers switch into shower gels and liquid soaps, volume sales of bar soap are dropping. However, the value of this sector is growing slightly (by 0.7 per cent) because of the success of premium brands which offer skin care benefits. While traditional tallow bars are in



Dettol Antibacterial Liquid Wash kills germs but is also soap-free, pH balanced and contains ingredients to keep natural moisture in the skin



Radox Supersoap is being relaunched on a more natural platform

decline, consumers are trading up to premium-priced cleansing bars like Dove, which is the number two brand in the bar market.

Verity Mann, category manager at Elida Fabergé, comments: "The majority of soaps are long-established and our research shows that people are very traditional when buying soap. They have a repertoire of soaps which they grew up with and tend to go back to the same brand. But Dove is bucking the trend because it is bringing new users in all the time."

With brands like Lux, Shield, Knight's Castile, Pears and Lifebuoy, the majority of Elida Fabergé's bar soap portfolio is quite traditional, but the company sees Dove as its top priority. It is investing \$1m in a support package for Dove which includes the litmus paper test commercial running two weeks on, two weeks off on TV until the end of the year. A sampling campaign is also under way - 2 million house-

Pears Original Soap will be repositioned as a contemporary classic later this year

holds are being sent a sample of Dove and some litmus paper to try the test for themselves.

"The core users of Dove at the moment are 18-30, so we are targeting a slightly more mature market," comments Ms Mann. "The product's moisturising benefits will benefit a slightly older skin and it is good for dry complexions. The brand's target consumer is women aged 25-55 who use facial and body cleansing products."

Strictly speaking, Dove cream bar isn't a soap but a direct esterified fatty isethionate (DEFI) bar. The product is formulated to avoid damaging the lipidic layer of the skin, aid moisture retention and help maintain healthy hydration levels. DEFI is a mild pH neutral detergent which minimises irritation and product intolerance. Elida Fabergé is designing new point of sale material to give the brand more impact in-store.

Later this year, the company will be introducing a new pack for its hand-polished Pears Original Soap in an effort to reposition the it as a contemporary classic. The product will be supported by a press campaign worth around \$400,000, which is due to start in October and run through until the end of the year.

Cussons' Imperial Leather has

been the best-selling toilet soap for over a decade and its share continues to grow, currently at 18 per cent (IRI Infoscan, May). Mr Fallon at Cussons attributes the brand's enduring success to "its positioning as the UK's best quality family soap".

Earlier this year, Smith & Nephew introduced tea tree oil into Wright's Traditional Soap, which also includes rosemary and eucalyptus oils. Within the same range are Wright's Tea Tree Handwash and Tea Tree Shower Gel. Both are 100 per cent soap-free and include added moisturisers to help leave skin feeling soft and smooth. Its Simple bar soap holds the number three position within pharmacies.

Body beautiful

A lack of specialist body treatments means that more than 20 per cent of face creams are currently being used on the body, according to Food Brokers which has just introduced the Fenjal Beauty Spa range in an attempt to "fill a gap in the soaring body treatment market".

Designed as a complete rejuvenating body care system, Fenjal Beauty Spa comprises Bath & Care, Body Milk and Shower Creme. Clinical trials in Germany apparently showed that the Body Milk can reduce the depth of

Top bath liquids

- 1 Radox
- 2 Badedas
- 3 Johnson & Johnson Baby
- 4 Grosvenor
- 5 Matey

Top shower products

- 1 Radox Showerfresh
- 2 Lynx
- 3 Imperial Leather
- 4 Nutralia
- 5 Gillette Series/Dove

Top bar soaps

- 1 Imperial Leather
- 2 Dove
- 3 Simple
- 4 Camay
- 5 Palmolive

Top liquid soaps

- 1 Radox Supersoap
- 2 Carex
- 3 Dettol
- 4 Dove
- 5 Johnson & Johnson pH 5.5

Source: IRI Infoscan total chemists (excluding Boots) June, 1997.

wrinkles by up to 10 per cent in one month, while consumer tests show that regular use of the range leaves skin noticeably smoother, firmer and more supple.

The key ingredient in Beauty Spa is Juvisan complex containing rich lipids which form a moisturising barrier on the skin, vitamin E which slows premature ageing of the skin by protecting against cell degeneration and intensive moisturising ingredient D-panthenol. This pH balanced range is hypo-allergenic and soap- and colourant-free.

Retailing from \$4.15 for Shower Creme (200ml) to \$8.15 for Bath & Care (100ml), the range is being launched with free 50ml travel-size bottles being given away to every customer buying a full-size product. Eye-catching counter display units and window display showcards are available for in-store use.

Continued on P24 ►



Elida Fabergé is targeting a more mature market with Dove



Wright's Traditional Soap is one of the brands that people return to



Fenjal Beauty Spa has been introduced to fill a gap in the soaring body treatment market



Montagne Jeunesse has added Uplifting Foam Bath to its Aroma Therapy Spa range



Oilatum Bath Formula is designed to give relief from eczema and dry skin

◀ Continued from P21

Aromatherapy boom

Aromatherapy products are becoming increasingly popular for use at home. However, pharmacists need to have a deeper knowledge and understanding of essential oil products and applications if they are to satisfy increasing consumer demands, according to Eve Taylor, the managing director of Eve Taylor (London).

● New to the retail sector from Eve Taylor (London) are Aromatherapy Hydrogels. The range comprises Astrelle for soothing, Citrelle for invigorating and Corelle for deep cleansing.

Each contains a blend of essential oils that has been formulated to revitalise, moisturise and deodorise the skin.

Retailing at \$7.52 for 250ml, the products are presented in easy to use hooked packaging which is ideal for the shower.

● Montagne Jeunesse has added Uplifting Foam Bath to its Aroma Therapy Spa range of bath products. The new foam contains a blend of invigorating essential oils with extracts of orange. It complements Sleep and Relaxation, and a Relaxation Shower Gel in the same range.

● Latest additions to the Faith in Nature aromatherapy range of shower gels and foam baths is Rosemary & Nettle, Lavender & Geranium, Aloe Vera & Ylang Ylang and Tea Tree & Orange (11p \$2.99, 400ml). The products contain organically-grown herbal extracts and natural colouring.

● Fleur Aromatherapy is offering 10 per cent off its Spring & Summer Collection of pure essential oils and aromatherapy products until August 31. These include Reviving/Uplifting Bath Oil, Cellulite Bath Oil and Grapefruit Oil.

Child's play

The \$12m children's bath liquids sector is in slight decline and

now accounts for 9 per cent of the total bath liquid market.

Nevertheless, children have incredible pester power, which helps attract consumers to the personal wash fixture.

● Sara Lee will be introducing Santa, Frosty, Carol the Singer and Three Kings characters in its Matey range in time for pre-Christmas sales.

● Cussons is targeting mums and kids with a major new sponsorship package for its child-specific antibacterial handwash, Carex for Kids, which has a fruity fragrance.

The \$330,000 package comprises a branded animation at each end of GMTV's 'Way to Go' television programme, which suggests ideas and activities to occupy kids in the school holidays.

The colourful 15-second animations feature the Carex Clean Team, fun cartoon characters who appear on the pack label to actively involve kids in the product.

The sponsorship will run throughout the summer vacation and other major school holidays.

● The Looney Tunes characters from Warner Brothers have been incorporated into nine-piece foam printed puzzles by Bramstorm. Suitable for ages up to four, the puzzles cling to any surface when wet, providing bath-time fun with a play and learn angle.

Eczema sufferers: tips for the tub

People suffering with dry, sensitive skin problems, including eczema, often perceive bathing to be a stressful and tortuous experience. The following advice can help these people overcome their apprehension of bathing.

● It may be that their skin feels itchy when bathing because they are using the wrong products. Perfumed soaps and bubble baths which contain detergent should be avoided.

● Recommend treatment-enriching bathing products, such as bath oils, which are free from colours and detergents. Use an emollient soap substitute.

● Tepid water is recommended as hot water will aggravate the skin further due to rapid evaporation, and is likely to make the bather's skin feel more uncomfortable and irritable.

● Parents of children with eczema can make bathing fun by using distractions such as toys in the bath or sharing a bath with a sibling.

● After washing and bathing, pat dry rather than rubbing.

● Apply an emollient cream or ointment to the skin after bathing.



The Radian-B range includes Aromatherapy Bath with essential oils



E45 Bath and Wash are suitable for people suffering from dry, sensitive skin problems, including eczema

MCA provides clarification on promotion literature

I am writing to clarify the situation regarding examples of promotional material provided on request by the Department of Health press office, following Baroness Jay's press release of July 28, concerning the prohibition of gifts and inducements to persons qualified to prescribe or supply relevant medicinal products.

The material available represented a random selection of published advertisements which showed a range of prize draws, competitions and bonus schemes directed at persons qualified to prescribe or supply medicines.

The examples made available are in no way indicative of a selection of any cases to be investigated with a view to prosecution and should not be represented as such.

However, following the issue of the MCA's letter on July 24 (*C&D Business News* August 2, p19), enforcement action will be taken on any advertising or promotional material found to be in breach

of the Regulations.

Elizabeth Hopkins

Policy manager, product information and advertising unit, post licensing division, Medicines Control Agency

Chernobyl – a charitable appeal for help

I am writing to you as chairman of a local charity committee which is a link group of Chernobyl Children's Life Line, a registered UK charity.

The aim of this charity is to bring over groups of children from Belarus to spend a month with families in this country. These children are all victims of the Chernobyl nuclear disaster. As your readers most probably know, 70 per cent of the fallout from the disaster at Chernobyl was in Belarus, causing thousands of adults and children to suffer from the effects of radiation.

The purpose in bringing the children here is to offer them a month away from their contaminated home environment with good food, fresh air and medical checks. These visits have demonstrated a most beneficial effect in boosting

the children's immune systems.

Our link will be bringing over a group of 14 children to spend a month in London in September. They will be between 10-14 years old and all suffer from thyroid conditions or early signs of leukaemia.

These children come with precious little in the way of belongings and clothes. While they are here, we provide them with clothing, as we wish to return them to their families with adequate supplies of everyday items which they regard as luxuries. Could I please appeal to your readers to donate any multivitamins and minerals (including calcium), basic toiletries (shampoo, bath foam, soap, deodorant, etc)?

Furthermore, the thyroid disorders are treated with thyroxine tablets. In Belarus, there are not sufficient supplies to treat the 1.5 million children suffering from these disorders, and thyroxine is extremely expensive. If any manufacturer, wholesaler or pharmacist can assist in this regard, please contact me.

If you feel you can assist directly or indirectly, please get in touch on 01582 832102

(Tues-Fri) or 0181 209 0031 (evenings and weekends).

Michael Richard

25 Gurney Drive, Hampstead Garden Suburb, London N2 0DF

Taking tea as a delicacy rather than a ritual

I was interested in the beneficial evidence of tea quoted in a news article (*C&D* July 26, p8). I cannot fully endorse the benefits of tea, as in the past 12 months my diet has been caffeine-free.

In terms of a healthy diet, any caffeine-containing drinks – whether pop, tea or coffee – should be avoided, or at least taken in moderation. Caffeine is a mild diuretic, hence it depletes the body of water. Since more than half the population are dehydrated, then water would be a more appropriate drink.

Indeed, frequent tea or coffee breaks encourage an over-consumption of caffeine on a daily basis, leading to irritability in a busy environment. So, in my humble opinion, treat tea as a delicacy rather than an obligatory ritual.

G Diamond

Blackpool

PAIN RELIEF

PARACETAMOL  DIHYDROCODEINE TABLETS

PARAMOL®

POWERFUL PAIN RELIEF YOU CAN CONFIDENTLY
RECOMMEND FOR MIGRAINE, BACK PAIN, PERIOD PAIN,
DENTAL PAIN, HEADACHE AND FEVER.

Abbreviated Product Information. Presentation: White tablet engraved PARAMOL containing 500mg Paracetamol BP and 24mg Dihydrocodeine Tartrate BP. Indications: For the treatment of moderate to severe pain, including headache, migraine, febrile conditions, period pains, toothache and other dental pain, backache and other muscular pain and also as an anti-pyretic. Legal Category: P. Product Licence Holder: Seton Products Ltd, Oldham. PARAMOL is a Registered Trade Mark. Further information is available on request from the Licence Holder.

 Seton
Healthcare Group plc

Looking for the magic

Mr A's script business is trading well. Turnover is healthy and profit is good. Business consultant **John Kerry** finds the weak point and looks for the magic ingredient to entice customers from the supermarket

Despite recent trends in retail pharmacy, there remains a hard core of independents who are able to confidently predict that, no matter what, their future is secure. Multiples may increase their numbers in High Streets and precincts, supermarkets can install in-store dispensaries, but these safe pharmacies will never be touched.

Such a bomb-proof outlet is owned and run by Mr A, who bought the premises nine years ago. At the time, it had been established for 16 years. Mr A's predecessor set it up in 1972 – on the same day the two local GPs opened a new surgery next door – and it provided a most convenient dispensing service.

They are based in a big city suburban area, packed with post-and-pre-war middle market semis, plus a handful of convenient shops. Before the pharmacy was opened, the nearest was – and still is – one mile away, so were the doctors. Setting up the new pharmacy and surgery, therefore, was a clever move and obviously much appreciated by the population. As a result, both businesses grew and prospered.

Smart move

The practice took on two more doctors and, as the surgery was considered too small, the GPs moved just around the corner to a new custom-built health centre. This was an ideal time for Mr A to relocate. In May, he moved

into a small parade adjacent to the GPs. He acquired a going concern – a food retailer on its last legs – and has fitted it out tastefully, but not expensively, by cleverly using local suppliers of fixtures and fittings. Its modern green and white fascia catches the eye and looks professional.

Mr A didn't move just to be near the GPs. If he had stayed put, the business wouldn't have suffered, but he would be paying rent for a small, scruffy shop with no room to expand. Instead, he now owns a decently-sized, quality shop.

Mr A's original pharmacy was not a bargain basement buy. The dispensary was handling 5,500-6,000 scripts per month. Mr A says the business had nowhere else to go. But despite indifferent service and a barely adequate environment, the previous owner made a good living and was looking for a good price. By improving the service and smartening up the premises, Mr A had managed to add 1,500 items to the monthly tally before he moved to his new shop.

Shelf allocation	
GSL and P medicines	93ft
Foot care/dressings/sports supports	60ft
Baby care	36 ft
Skin	36ft
Photo	17ft
Sanpro	17ft
Other, toiletry	36ft
	285ft

Trading and profit and loss account

	Year End (October 31)	
	1996	1995
Sales	737,000	720,000
Cost of sales	549,000	543,000
Gross profit	188,000	177,000
	(25.5%)	(24.6%)
Wages	46,800	53,700
Rent	6,000	6,000
Rates	1,000	1,000
Gas/electricity	1,100	1,000
Insurance	1,200	2,100
Depreciation	2,100	800
Equipment hire	800	1,100
Consumables/repairs	600	1,600
Cleaning	200	200
Telephone/post	1,000	1,300
Advertising/subscriptions	1,300	-
General expenses	-	500
Motor	12,000	11,000
Finance/professional	12,400	12,800
	86,500	93,100
Net profit	101,500	83,900
	(13.85%)	(11.7%)

With a bigger, brighter and more visible pharmacy, his monthly script count has taken a further leap – on average he is now dispensing 8,000 items compared to a best of 7,500 previously. And this is set to rise again as more of the population find him and get used to good service.

Obvious strength

Mr A has a large, well stocked dispensary and does his utmost to provide patients with exactly what they want, immediately. This may sound obvious, but Mr A has built up the dispensing at the expense of his competitors – four of them one mile or more away in different directions. He claims they rely on their nearness to the GPs. Clearly an increasing number of patients are forsaking convenient loca-

tion for good service. The evidence is in Mr A's script box – he probably needs more than one – 35 per cent of the forms are from GPs practising in other surgeries, each with one of his distant competitors close by.

This business, whose annual turnover tops £750,000, is motor-ing and there's nothing apparently to impede it. Even before the move, its turnover was increasing slowly. Its gross profit was 25.5 per cent and improving, while net profit was a healthy 13.8 per cent and climbing. By the end of this financial year, although there will be a refitting bill to consider, its turnover will have leaped upwards and the net profit will remain in good shape, because there's no rent to pay.

There's got to be a downside to this business and, of course, it's

REGISTRATION FORM (COMPLETE CLEARLY IN BLOCK CAPITALS)

Fill in your name (as you wish it to appear on the CiCPM.)

Forename

(all other initials as registered with the RPSGB or PSNI)

Surname

Registration No: RPSGB.....

PSNI.....

Pharmacy address.....

.....

.....

County..... Postcode.....

Tel no.....

Fax number.....

E Mail.....

I enclose a cheque to Miller Freeman:

CiCPM part 1 £117.50 (inc VAT) (\$)

CiCPM part 2 £235.00 (inc VAT) (\$)

CiCPM parts 1&2 £323.13 (inc VAT) (\$)

Total (\$)

Send cheques and forms to Sue Chessman/Clare Newman, Miller Freeman, Pharmacy Group Special Projects, Sovereign Way, Tunbridge, Kent TN11 8RW (tel 01732 364422)

Additional single module copies at £4.00 per module (plus VAT of £0.60), will be available only to Chemist & Druggist subscribers or registered Community Pharmacy readers from Miller Freeman (Full set £40.00 plus VAT of £5.96).



All you and your business needs - The Certificate in Community Pharmacy Management...

...produced in association with The School of Pharmacy, The Queen's University of Belfast, from Chemist & Druggist and Community Pharmacy, supported by Smithkline Beecham Consumer Healthcare (PharmAssist)

How to register

The ten modules for the first half of the course will come free to UK pharmacies through either Chemist & Druggist or Community Pharmacy (see insert with this module in this issue for full details).

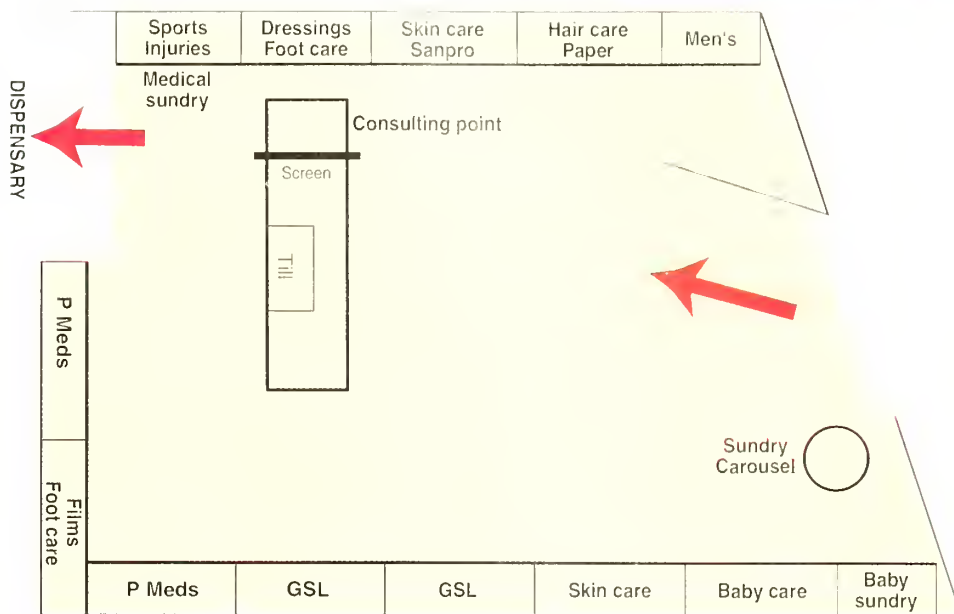
Pharmacists aiming to complete CiCPM must register with Miller Freeman and pay a fee of £100 to cover the first half of the course. (Registrants must subscribe to C&D or be on Community Pharmacy's mailing list.) The ten modules provide 50 hours of learning, or

half the 100 hours needed for the CiCPM. The fee covers project administration, registration and telephone marking, and three progress reports.

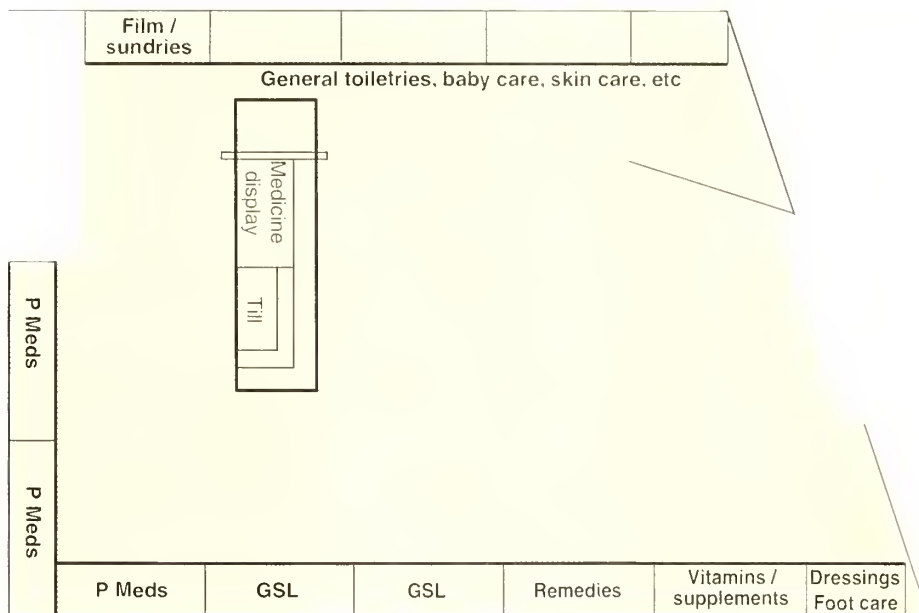
Pharmacists who wish to proceed to second 50-hour project stage must have registered with Miller Freeman for the module component. The second stage attracts a fee of £200 to cover course preparation, marking, access to a course tutor and certification by QUB. Pharmacists registering for both parts simultaneously can save £25.

Status: sole trader.
Location: large city suburb.
Position: tertiary – small parade next to four GPs.
Competition: four independent pharmacies one mile-plus away.

Mr. A Current layout



Mr. A Suggested layout



invest in a glass 'P' medicines cabinet for the counter. Put television advertised and seasonal brand leaders right in front of the customer – it works.

4 The medicines are merchandised like a dispensary. One facing on average for every line. The principle of putting everything on display is fine, but big seasonal brands need multiple facings. It's surprising how many counter medicines are bought simply because the display in the pharmacy served either as a reminder or reinforced the current TV advertising campaign.

5 This is a healthcare/medicines shop, therefore it should go the whole hog, sell first aid boxes and medicine cabinets. Seasonal displays are needed to remind customers of products for holiday health, the hayfever season, winter colds and chills – the list is long.

6 Staff in this pharmacy can play an active role in selling OTCs.

Anyone going on holiday should be asked if they need anything from the holiday essentials list. It doesn't take 30 seconds to ask if a customer needs to top up their first aid cabinet, either.

Complementary medicines. As a healthcare-orientated business, Mr A should consider seriously stocking and displaying a substantial range of vitamins, supplements and, yes, herbal and complementary remedies. These are enjoying good sales and people now expect them in a pharmacy.

Unique selling point. Every business needs a USP. Mr A has a superbly-located dispensary and little else that's obvious. OTC medicines are an obvious market to exploit, but is there a magic ingredient, which will attract people from miles around? Of course not. Mr A has already built a good reputation for service on prescriptions and that alone is not sufficient. So now is the time to enlarge on this in the

front shop. People without prescriptions, but with health problems, need help and advice, too.

Mr A has a custom-made consultation point and dispenses advice to all who ask. But this is a busy shop, so who else is there to discuss the most appropriate non-drug treatment, to recommend a remedy, to advise on vitamins, to talk sensibly about homeopathic remedies. It is probably the right time to consider having the staff trained on all aspects of healthcare products so that they can supplement and complement Mr A's efforts.

This pharmacy is ready to take on more profitable business. Moving to the shopping parade has revitalised it. Mr A has thousands of loyal patients a month and the number is growing – now is the time to turn loyal patients into customers by increasing the front shop service levels and selling rather than dispensing counter lines.

to do with the counter sales. Cash sales are \$37,500 – only 5 per cent of its turnover. That's \$720 per working week, \$120 per working day. Fifty per cent of this will be OTCs, which means that the 180-plus customers who walk through Mr A's door every day are contributing \$60 to the till takings for non-medical lines. With a throughput of this size, Mr A's customers aren't even using it as a convenience, because they are hardly using it at all. Mr A is the first to admit that he has virtually lost touch with the front shop. Nine years in the poky outlet around the corner, up to his armpits in scripts, has seen to that. Now, with a bigger, brighter more prominent front shop, there's scope to rekindle this OTC business.

At present, there are 11 full metre wide bays and two half metre bays equivalent to about 285 linear feet of shelving.

One hundred and thirty-two feet of non-medical lines generate \$60 per week – under \$3 per foot per week. More worrying is the OTCs, which take a little more space and perform slightly worse. It's as if the counter products were invisible to the thousands who walk through the door. The units are tidily merchandised and there's a little of everything you would expect in a pharmacist's shop. Because this pharmacy has never bothered to build counter trade, clearly the customers shop elsewhere, probably at the local supermarket.

Mr A will never have a huge counter trade, but he should be selling a lot more medicines.

Recommendations

Major on medicine sales. Most of Mr A's customers are patients with scripts, and most of them will need P or GSL medicines. The majority of medicines and healthcare products, including dressings, GSL foot care and sports injury products are behind the counter.

1 By reducing other non-medical lines to a minimum, more space is freed for healthcare.

2 All non-P medicines and dressings should be sold openly and merchandised in the space created. Mr A claims it's not worth giving valuable front shop space to foot care and sports products. Well, skin care and men's toiletries aren't paying anyone's wages. Since this business is principally healthcare – let the dog see the rabbit.

3 It would be a good idea to

LPC loses appeal on dispensing areas

West Sussex Local Pharmaceutical Committee has lost its appeal against the Health Authority's designation of areas in and around Chichester as controlled for the purpose of dispensing.

But the LPC has welcomed the speed with which the Appeals Authority came to the decision and will now turn its attention to "the real issue at stake", which is an application by a town centre surgery to dispense for patients who live more than 1km from a pharmacy.

"This is the reason why the question of the rurality of the areas was considered in the first place," said LPC secretary Peter Dobson this week.

The LPC is opposing Dr Foirster and his partners' application on the grounds that it would seriously affect the viability of Eastgate Pharmacy, which relies on the surgery for dispensing. The owner, Peter Chotai, said that although he did not know yet exactly how many patients would stop using the pharmacy, doctor dispensing would have a dramatic effect. The pharmacy, which is part of the GF Bevis group, already ran a comprehensive delivery service for patients in outlying areas.

The LPC has issued a press release to local newspapers, explaining the benefits of maintaining a full pharmaceutical service and saying the loss of Eastgate Pharmacy would particularly affect the housebound who use its delivery service.

A spokeswoman from West Sussex Health Authority said the doctors' application would probably be considered on September 23.

MCA seeking to restrict insulin to prescription

The Medicines Control Agency is proposing a further POM to P deregulation and extending the indications for two pharmacy medicines. But it wants human insulin to become a POM.

The consultation letter, MLX238, is proposing that the indications for sodium cromoglycate eye drops should be extended to include perennial allergic conjunctivitis. Ranitidine's indications should include the prevention of heartburn, dyspepsia, indigestion, acid indigestion and hyperacidity when associated with consuming food and drink.

Creams and ointments containing combinations of hydrocortisone 1 per cent with miconazole nitrate 2 per cent should be exempt from POM control for the treatment of intertrigo and athlete's foot, the MCA believes.

The Committee on Safety of Medicines has advised that insulin can present a danger, either directly or indirectly, even when used correctly, if used without medical supervision.

Pharmacists would still be able to supply insulin in an emergency situation to people with diabetes by utilising the emergency supply provisions.

The British Diabetic Association is looking closely at this proposal. In a statement issued in May, the BDA said there should be no barriers to obtaining insulin for people "for whom it is necessary to live. If there is emerging evidence that there are groups of individuals, outside the context of diabetes, misusing insulin, then this question may need to be reconsidered."

Other proposals in MLX238 are that co-danthramer capsules, strong co-danthramer capsules and co-danthrusate oral suspension should be added to the nurse prescribing list.

The MCA hopes to implement the proposals by December 31. Comments should be sent by September 4 to Dugan Cummings, Room 1109A, Medicines Control Agency, Market Towers, 1 Nine Elms Lane, London SW8 5NQ.

Hospitals sign up to NPA's technician course

The National Pharmaceutical Association has signed up hospitals for the first time to use its pharmacy technician correspondence course.

Six technicians from the Peterborough Hospitals NHS Trust and 11 from the Northern Sector of the Northern & Yorkshire Region NHS Trust Hospitals will start using the course from September. The Northern Sector will

use the materials in conjunction with monthly study days at Sunderland University.

No modifications have been made to the course material, which is intended for students who are working towards the Pharmacy Services Level 3 NVQ. However, new case studies have been designed to reflect the hospital rather than the community setting.

Scottish drug driving survey commences

Strathclyde Police Force launched Britain's first drug driving survey to help police officers detect drug-impaired motorists on August 1.

The Home Office-funded survey will not only target motorists who use illegal drugs but also those who are taking prescribed or OTC medication.

The researchers are hoping to produce a training package which will enhance police officers' and police surgeons' ability to recognise signs of drug-induced driving impairment, such as eye reflex movement, production of saliva and verbal response.

Detained drivers will be asked questions relating to their appearance and general disposition, medical history and behavioural characteristics, and will be asked to perform simple physical tasks.

Dr George Fernie, a police casualty surgeon and honorary research fellow in forensic medicine at Glasgow University, said: "The drink driving message has been well received by the general public and we hope that this research will influence motorists to apply the same disapproval to drugs driving as they do to drink driving."

● Over an 18-month period, police suspect that at least seven people died on Scotland's roads due to medicine misuse.

Search for a 'drug czar'

The Government has advertised the post of UK Anti-Drugs Co-ordinator, the 'drug czar', in the national press. It hopes to appoint the high-profile anti-drugs co-ordinator by the autumn of this year.

Judgment still reserved

As C&D went to press this week, there had been no judgment on whether rural GPs can delegate dispensing to unqualified and unsupervised staff. Judgment was reserved following a High Court case in which pharmacists challenged health authorities' decisions to grant dispensing applications from doctors (C&D July 5, p5). It is now likely that the decision will be made in October.

Primary Care Act in force

The sections of the NHS Primary Care Act 1997 which cover the provision of additional pharmaceutical services come into effect on August 15, under the NHS (Primary Care) Act 1997 (Commencement No 1) Order 1997 (SI No 1780, Stationery Office, £0.65).

Mixed views over Dearing education report

The introduction of new \$1,000 tuition fees for undergraduates could lead to higher starting salaries for pharmacy graduates.

However, fears have been expressed that the fees, proposed in the Dearing report into higher education, could also lead to an NHS recruitment crisis.

Dean of the School of Pharmacy, London, Professor Sandy Florence believes that the best pharmacy graduates could be offered financial 'sweeteners' to entice them to work for particular companies.

This view is tempered by health secretary Frank Dobson who is considering measures to ensure recruitment to key NHS posts does not suffer. "Some people argue the Government's plans

might put people off becoming medical students or pharmacy students," said a senior Department of Health source.

Ministers are understood to be considering various options to support students in priority areas, but insist that any subsidies must not come from the NHS patient care budget.

"The number and quality of undergraduate students is dependent on graduate prospects, and in spite of the new fees, pharmacy will still be over-subscribed," says the assistant director of the Queen's University of Belfast School of Pharmacy, Sean Gorman.

Although the \$1,000 fee only covers about 25 per cent of the average cost of tuition, the Gov-

ernment is opposed to any further charges. Education secretary David Blunkett said: "Top-up fees play no part in the Government's proposals. No university or college should proceed on the basis of introducing such additional fees."

RPSGB president Peter Curphey said of the Dearing report: "We need to assess the implications and to ensure that no impediment is placed in the way of producing sufficient numbers of well qualified, highly-motivated and scientifically-trained healthcare professionals." However, Mr Curphey added: "No maintenance grants, contributions to tuition fees and long courses seem to me to sound alarm bells in the short-term."

NPA asks MCA for gift scheme law clarification

John D'Arcy, the director of the National Pharmaceutical Association, has asked the Medicines Control Agency to clarify whether pharmacists involved in bonus 'point' promotional schemes are breaking the law.

Mr D'Arcy says the NPA has received many calls from pharmacists, including members of Norton Healthcare's Advantage scheme, who want to know where they stand. The scheme was targeted recently by the national press, although Norton has furiously denied it is breaking the law and alleges the coverage has been inaccurate.

"Our members are caught in a crossfire, with the MCA implying

it's [Advantage] illegal, and Norton saying it's legal," says Mr D'Arcy.

The regulations, he adds, could be interpreted in favour of Advantage, particularly as the Government does not want healthcare professionals to receive gifts under any scheme. "Bonus points themselves are not illegal, it's what you do with them that is," he says.

About 95 per cent of Advantage members are using the points to obtain stock, he says. "Pharmacists who use their bonus points this way are conducting, in effect, a trade practice that was in existence before 1993. And that, it could be

argued, is exempt from the Regulations as stated in regulation 21(1). (Measures or trade practices relating to prices, margins or discounts, which existed before January 1, 1993, are exempt from the Regulations.)

The MCA says the letter it sent to drug companies last week is "a clear statement of the law" on the position of healthcare professionals who ask for or accept gifts. "Pharmacists should satisfy themselves that any schemes in which they participate are not in breach of the Medicines (Advertising) Regulations, and, if necessary, seek legal advice," it says.

The MCA adds that it is investigating "various schemes".

BTC Advantage goes nationwide next month

Boots the Chemists confirmed this week that its Advantage loyalty card scheme will be launched nationwide on September 1.

The company will spend \$52 million by 2000 to back it. This includes BTC's widest-ever marketing support, encompassing a national TV campaign in September, and advertising in the national press and on posters.

Advantage card holders will receive 1 point (worth 1p) for every 25p spent in the company's stores. It says this is four times more than the average supermarket card. Points can be redeemed against 10,000 health and beauty products and services.

The scheme does not include dispensed items, OTC medicines and products sold elsewhere in

the group, eg Boots Opticians.

Based on the successful trials BTC ran in East Anglia and the South West, the company expects to:

- recruit one million card holders by the launch, rising to 8m by September, 1998
- lift sales by about 1 per cent by the 1998-99 financial year end
- break even with Advantage by the end of the 1998-99 year
- derive a detailed database about its customers and their buying habits.

BTC has been running an intensive training programme for its staff over the past six weeks and this will continue until the card is launched.

Steve Russell, the company's managing director, says the aver-

age transaction — excluding Advantage — is \$6.11. With Advantage, the value rises to \$7.80. Own-label lines will carry the same points as branded products, although BTC could offer more points during promotions.

Mr Russell says BTC is unlikely to branch out into banking, as some supermarkets have done, but it has not ruled out offering credit card facilities.

The company says it is the first High Street retailer to use smart card technology in its loyalty programme.

BTC says it is reviewing various options to expand the card's use. These could include health insurance, organ donor details, social services and local authority data and medical details.

Chemex update

Ninety-seven per cent of floor space has been booked at Chemex '97, with less than two months remaining until the show opens at Olympia on September 21-22. Over 100 companies, including Boehringer Mannheim, APS-Berk, Potters Herbal Medicines, Norton Healthcare, Crookes and Photo-Me, have reserved their stands. Contact Jessica Lonnkvist on 0181 987 7708 for further details.

Safeway's health and beauty

Safeway is testing a redesigned health and beauty section in four stores. The new look includes better signage, new fixtures, stronger lighting and a "more feminine style". Safeway says it wants its customers to feel more comfortable. Its pharmacy counter will feature a backwall that contains information about pharmacy staff, opening hours and the services offered.

Lilly Axid price promise

Eli Lilly has guaranteed to match the basic NHS price of Axid (nizatidine) with generic ranitidine. As the generic becomes available, the company will regularly adjust Axid's NHS price to ensure it doesn't exceed the Tariff price for ranitidine.

New md for Dana

Dana, a subsidiary of US group Renaissance Cosmetics, has appointed Liz Wilkinson as managing director. Ms Wilkinson was formerly Boots Healthcare International's head of strategic marketing. Renaissance acquired six fragrances from Procter & Gamble in June and plans to re-launch them, plus selected US brands, in the UK.

Nichol management buy-in

Nichol Beauty Products, the Norfolk-based manufacturer of own-label toiletries and household products, has been acquired by a new management team led by David Morgan, who will be chief executive.

UK approval for Seroquel

Zeneca has received approval from the Medicines Control Agency to market Seroquel, its new treatment for schizophrenia. The news comes days after Seroquel received its US thumbs up. Seroquel is Zeneca's first antipsychotic drug and is expected to achieve annual sales of £270 million by 2000. Meanwhile, the group has appointed Jonathan Symonds as finance director.

EU Parliament backs biotech patent law

The European Parliament has supported a European Commission proposal to harmonise patent law for innovative biotech drugs.

This is an amended proposal — Parliament rejected the Commission's original version in 1995 for ethical reasons. It now says the new legislation should go ahead, providing it has an "ethical dimension".

The news has been welcomed by the Association of the British Pharmaceutical Industry, which says the legislation is vital because "scientists working on

revolutionary new medicines for the diagnosis and treatment of disease know that the possible fruits of their investments will be protected from copyists".

Dr Trevor Jones, the ABPI's director general, says: "Without patents, there will be little innovation or new cures. It's no exaggeration to say that, without the proper patent protection this directive will give, some people will be denied better, life-saving treatments."

The directive, he warns, should not be weakened by "inappropriate amendments", which would

place Europe at a disadvantage, because companies could concentrate their biotech research in the US and Japan. These countries already have biotech patent laws.

Drug companies agree that certain key areas should be exempt from patents:

- the human body at its various stages of development, including human embryos
- procedures for cloning humans
- methods of human treatment involving germ line therapy
- discovering elements of the human body.

Shire to purchase Richwood for £113.3m

Shire Pharmaceuticals plans to acquire Richwood Pharmaceutical, a US specialist in disorders of the central nervous system, for \$185.7 million (\$113.3m).

This will be Shire's second major US acquisition this year – in March, it bought Pharmavene for \$100.5m (\$61.6m).

Shire will fund its latest acquisition with a \$145.8m (\$88.9m) rights issue, backed by cash and options on Richwood shares.

Richwood has 39 products, 22 generics, the rest OTCs. Its major brands are Dextrostat and Adderall, which operate in the \$457m attention deficit hyperactivity disorder market. Adderall was approved by the US Food and Drug Administration last year, but has already grabbed a 5.1 per cent share of the ADHD market.

Richwood's ADHD products accounted for 83 per cent of its \$15.3m sales last year. The US company has guaranteed pre-tax profits of \$7.5m on sales of \$18m for the six months to June 30.

Shire's shareholders will vote on the proposed acquisition at an extraordinary general meeting on August 20.

New drugs lift Teva profits by 91pc

New generic products lifted Teva Pharmaceutical's net income by 91 per cent to \$65.4 million, on sales of \$538m, for the six months to June 30.

Its gross profit margin rose more than five percentage points to 40.3 per cent, compared with the same period last year.

Investors are keen to find out how well Copaxone, Teva's treatment for multiple sclerosis, is doing in the US market since its launch in March. The company would not reveal sales figures, but says 4,000 US patients are now being treated with the drug and another 1,000 per month are taking up the treatment.

Copaxone is due to be launched in the UK later this year – Teva has set up a UK subsidiary to market the drug initially. Some estimates suggest it could be worth \$300m by 2000.

The company's sales outside Israel topped \$198.3m, which amounted to 73 per cent of its total sales during the second quarter. North America accounts for 50 per cent of the group's sales and remains its biggest market.

European sales – excluding APS-Berk – grew 36.4 per cent to \$94.2m. The group says the new products it intends to launch later this year will help APS-Berk "in attaining its profit objectives".

Source recruiting 6,000 pharmacies for compilation of new database

Source Informatics plans to involve up to 6,000 pharmacies in a new prescription database that will help drug companies assess GPs prescribing habits.

The pharmacists will log their prescription details on a computer disk and send it to Source. Each pharmacy will be paid quarterly for its service.

Source, which is already offering drug companies details of wholesale purchases through the Wholesale Sales Data Service, says it has currently recruited thousands of pharmacies around the country and stresses their data will represent a sample of medicines being prescribed – not a census.

The company sent out a letter this week to 36,000 GPs, which described the database and asked if they would support it.

Source says the database is designed to replace the current system for assessing prescribing patterns, which relies on doctors filling in lengthy, time-consuming questionnaires. Drug companies are further handicapped because many prescriptions are generic,

according to Richard Jackson, Source's general manager. "Because over 50 per cent of [medicine] products are prescribed generically, companies don't know automatically what is being prescribed," he says.

As a result, he adds, 'junk mail' is often sent to all GPs in the UK. The average mailing is sent to 50 per cent of GPs, whether it is relevant to them or not.

Source's database, he says, will enable companies to target their mail more effectively. In the US, where Source's parent has been running a similar database since 1991, the average mailing is sent to fewer than 10 per cent of primary care physicians.

If the database proves popular in the UK, the average mailings could be reduced by 75 per cent and GPs will be less likely to receive irrelevant calls from companies' representatives.

The UK database will contain the pharmacies' ID number, details of the product written/dispensed, the quantity and the date. It will also show if the products were written on the same

prescription form and if they were privately prescribed.

Source says the database will not provide information about pharmacies or patients. Nor will it include details of rarely prescribed drugs used to treat rare diseases because that could also lead to patients being identified.

Drug companies will pay an undisclosed sum to access the database – the fee depends on the size of the company and on how much information it wants. But Source stresses that no company will be able to access more than 12.5 per cent of the products in the database. "It will therefore not be possible for companies to estimate a doctor's overall prescribing levels," it says.

It says that most drug companies are interested. Major names include Glaxo Wellcome, Zeneca and Bristol Myers-Squibb.

A "limited number of packages" will be launched under the system during 1997 and it will be fully operational early next year.

IMS is the only other company in the UK which offers a similar database.

Strong pound spectre haunts GW

Glaxo Wellcome has been hit by the strong pound and Zantac's long-running decline – its pre-tax profits fell 2 per cent to \$1,517 million for the six months to June 30, while sales to June fell 2 per cent to \$4,109m.

GW's profit margins are also suffering. They currently stand at 38.5 per cent, down 0.3 per cent on those of the same period last year. John Coombe, the company's finance director, says the strong pound could reduce the margins to 35 per cent by the end of the year. Full-year profits, he adds, could fall by 8 per cent, assuming current exchange rates.

Zantac's sales fell by 12 per cent to \$807m and are expected to drop particularly sharply later this year after its patent expiry on July 25. The brand's US sales fell 19 per cent during the period and their daily average is currently \$5m. At the time the results were announced, no one had launched a generic version in the US because generic companies were involved in a legal squabble. Days later the companies – Canadian group Novopharm and Gen-pharm, a Merck subsidiary – signed a temporary truce. One

press report suggested Novopharm would launch its generic version within days and that the product will be 35 per cent cheaper than Zantac.

Sir Richard Sykes, GW's chief executive, says overall figures mask the company's true health. Excluding Zantac and at constant exchange rates, its sales rose by 14 per cent, he says.

Sales of its new products – introduced after 1990 – leapt 50 per cent to \$1,262m (at constant exchange rates). Its respiratory sales grew 7 per cent to \$891m, making it the company's largest therapeutic category. That growth was fuelled by Serevent, Flixotide and Flixonase, which together account for half of the category's sales. In contrast, Ventolin's sales fell 17 per cent to \$197m.

GW says positive results of clinical studies have strengthened the position of Epiriv, whose sales rose by more than 100 per cent to \$199m, and Retrovir, up 26 per cent to \$146m. The two brands now account for 54 per cent of the HIV world market.

Generic competition, meanwhile, forced Zovirax's sales down 5 per cent to \$353m (its US patent expired in April).

Imigran's sales rose 27 per cent to \$310m. GW has launched another migraine treatment, called Naramig, but Sir Richard denies the newcomer will 'cannibalise' Imigran's sales. "Naramig is targeted at a different population. Also, a growing number of people get rebound migraines after taking Imigran. They won't get that as much from Naramig."

New products due to be rolled out this year include Romozin, a type 2 diabetes treatment that received its UK approval on July 30; and Zyban, a combination of Epiriv/Retrovir.

The US remains by far GW's biggest market, with sales up 8 per cent to \$1,790m. European sales rose 6 per cent to \$1,319m.

The company's UK sales, however, fell 3 per cent to \$309m. Sean Lance, GW's chief executive from next year, says the company fell prey to parallel imports. These should have less impact later this year, he adds, when generic competition lowers Zantac's UK price.

GW's UK sales are still expected to fall slightly by the end of the year.

The company's results sent its shares down 38p to \$12.91.

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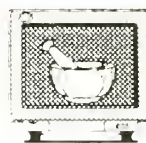
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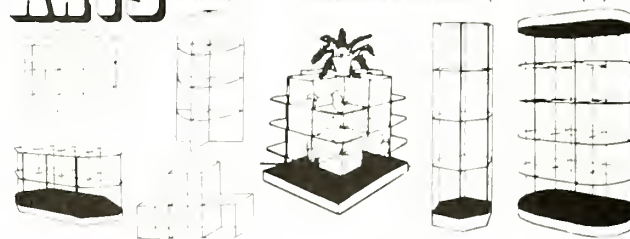
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ABOUT people



Winner Alistair Wilson

UNC's top man

United Norwest Co-op's Alistair Wilson, from the group's Market Square branch in Hyde, Cheshire, has won the company's pharmacist of the year award.

He beat more than 50 colleagues, who were judged on operating standards, performance and developing a proactive service, to win top spot. His prize is £200 and a trophy.

"We have had a good year in the shop, and it is nice to be recognised. I accepted the award on behalf of all the staff," he says.

"What won it was our staff training. We provided a good quality service, which led to good sales and profit."

Mr Wilson, who graduated from Strathclyde University in 1988, joined UNC 15 months ago. "I wanted a change of direction and to manage a place - here, I can oversee everything that happens in the shop," he says.



Pankaj Patel, pharmacist manager of W H Burdess Chemist in Romford, has won £500 of holiday vouchers in the National Pharmaceutical Association's Pharmoney free prize draw. He plans to put them towards a family holiday. NPA Board member Hemant Patel (left) presented Pankaj with his prize

A mark of respect



Peggy Fenton (left), the designer of Beatson Clark's Punt Mark, celebrates its 60th anniversary with BC's managing director, Bob Montgomery (right)

Beatson Clark, supplier of glass containers to the pharmaceutical industry, is celebrating the 60th anniversary of its double-arrowed Punt Mark.

The mark, which was chosen over six other design concepts, was created by Peggy Fenton at Sheffield-based Graphic Design in 1935. Since its registration in 1937, it has graced millions of bottles in pharmacies worldwide.

"It's simple and clear - a combination which has proven effective on all our products, what-

ever their dimensions or colour," says BC's managing director Bob Montgomery.

Not long after designing the mark, Peggy was employed by BC to establish the recess labelling department, and stayed with the company for 25 years before retiring in 1970.

Peggy, 85, explains: "An arrow shot at a target, if properly aimed, scores a bull. A bottle as well made as Beatson Clark's is equally as effective in the job it sets out to do."



Pharmacy assistant Jacqueline Crowl from Fortnums Chemist in Lutterworth, Leicester, is celebrating a Cambridge Counterpart champagne win. Jacqueline, who enjoys mountain biking and karaoke in her spare time, is pictured with Whitehall territory manager Richard Waite (left) and supervising pharmacist Masmukh Vyas (centre)

APPOINTMENTS

United Norwest Co-op has appointed **Derek Holmes** as its northern retail area manager. **Scott Banks** becomes professional development manager for the central region, and **Vinney Ashurst** joins from Argos as the company's development manager.

Dr Helen Blackholly has been promoted to UK manager for Colgate oral pharmaceuticals. She replaces **Ann Hodgson**, who has been promoted to European director for Colgate oral pharmaceuticals.

Susan Sharp and **Gillian Stevenson** have joined AAH Hospital Service as hospital account managers for the Midlands and North East, and Scotland respectively. **Karen Wharfe** has been appointed office services manager at the company's head office in Runcorn, Cheshire.

Lagap Pharmaceuticals has made **John Bartlett** its general manager.

Gary Lewis is new chairman and chief executive of A1 Pharmaceuticals. The company has appointed **Carmen Lewis** as managing director and **Danny Sheridan** as national sales manager for Ireland.

Wyeth has made **Ulf Wiinberg** its managing director for the UK and Ireland. He replaces **Bob Power**, who returns to the US as vice president of international strategic planning.

Potter's, the herbal medicines manufacturer, has appointed technologist and business consultant **Rod Wood** as its production director.

Molecules to Market has made **Deborah Chubb** its chief financial officer. **Christopher Joyce** is the company's new president in North America, and **Derek Kelly** is appointed European general manager.

Dr John Hutchinson is Cerebus' new medical director. **Sir Richard Sykes**, Glaxo Wellcome's chairman and chief executive, has been elected a fellow of King's College, London.

Pele (Edson Arantes do Nascimento), the present Brazilian minister for sport and famous ex-international footballer, has been appointed as the World Health Organisation's 'goodwill' ambassador for leprosy elimination.

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THE CHEMIST & DRUGGIST OTC HEALTHCARE REPORT 1997

*The Definitive Market Report on OTC Medicines in the UK
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Miller Freeman, publishers of the leading pharmacy magazine *Chemist and Druggist*, is to publish the definitive report on the UK over-the-counter pharmaceuticals market - *The Chemist & Druggist OTC Healthcare Report 1997*. This detailed 350 page report, which has been produced in conjunction with the leading healthcare market research company Market Tracking International, contains both a comprehensive analysis of the developments currently influencing the total market and a series of individual studies of the main OTC categories.

OTC medicines represent an increasingly attractive market as the pharmaceutical industry faces challenges in its main ethical drugs business from cost controls amongst health authorities right across Europe. Growth in private expenditure on OTC medicines fits well with government initiatives to reduce pressures on the NHS drugs bill, while the scope of the OTC market has been widened by switches from Prescription Only Medicine Status to P (pharmacy only status), or from P to General Sales List status, for an increasing number of drug products. At the same time, with resale price maintenance in OTC medicines currently under direct pressure from some of the UK's powerful grocery multiples, and with the pharmacy trade about to see further consolidation in the imminent sale of Lloyds Chemists, this report appears at a particularly appropriate time for the dynamic OTC healthcare market.

Market Intelligence from the Forefront of the OTC Healthcare Industry

Miller Freeman is the largest and most important source of news and information on the OTC healthcare market and pharmacy retailing in the UK. Market Tracking International is one of the leading market research organisations in the healthcare field, and has previously worked with Miller Freeman on the *UK OTC Healthcare Report 1994/1995*, *European Healthcare Markets 1996*, and the *Miller Freeman Pharmacy Surveys 1994 and 1995*.

Key features of the report

- Analysis of total market size and trends
- OTC medicines and the NHS drugs bill
- Impact of POM to P switching
- Resale Price Maintenance Issues
- Detailed price trends by category
- Profiles of 28 product sectors, including retail sales trends, market segments, advertising, brand leaders and future prospects.
- Profiles of 25 major companies, including acquisition and merger strategies
- The role of drugstores and grocery multiples
- European OTC Pharmaceutical Retailing Patterns
- Market forecasts - the total OTC medicines market and individual product sectors 1997-2000

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Product Sectors

Cough treatments; Cold treatments and decongestants; Sore throat remedies; Oral analgesics; Vitamins, minerals and food supplements; Medicated skincare; Indigestion remedies; Oral hygiene; Laxatives and anti-diarrhoeals; Smoking cessation products; Hayfever remedies; Topical analgesics; Stomach upset and travel sickness remedies; Eye care; Sleeping and calming products; Haemorrhoid treatments; Gynaecological products; Ear care; Cystitis treatments; Worm

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